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State & Local Programs On Smoking and Health

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Office on Smoking and Health
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

Preface

"State and Local Programs on Smoking and Health," produced by the Office on Smoking and Health, presents descriptions of programs designed to reduce smoking among the American population and thereby reduce the premature death and disability associated with cigarette smoking. The programs include cessation clinics, prevention efforts aimed at children and adolescents, school-based programs, community and patient education, worksite programs, mass media campaigns, and individual self-help and counseling. This volume is offered as a guide to services available directly to smokers who are seeking assistance in quitting smoking, and also as a referral resource for physicians and other health professionals who serve patient populations. Prevention and information program descriptions provide valuable information to those individuals, organizations, and communities who have established or are seeking to establish smoking cessation and intervention programs. This volume is intended to serve as a bridge between existing programs with common interests, as a resource for information exchange, and as a means of providing information to individuals wishing to undertake smoking control activities in their communities.

The first edition of this directory, published in 1982, listed 436 programs; this edition lists over 800 individual programs. They are listed alphabetically by State and organization in Part 2. The name and address of the sponsoring organization, the program title, the name and telephone number of a contact person or persons, and in most cases, a brief abstract describing the objectives of the program, methods and materials used, and evaluation mechanisms employed are provided.

Among the program descriptions are many local replications or modifications of programs that have been developed and disseminated by major national organizations. Factors that make the local versions of the national programs unique are outlined in the abstracts. The national programs are described in detail in Part 1, and cross-references are provided with the relevant abstracts in Part 2.

This volume attempts to catalog local activities in smoking and health and must be considered selective in its coverage. Information on programs in your area not listed in this volume can be obtained by contacting local voluntary agencies, county medical societies, State and county health departments, or community hospitals. Commercial smoking cessation programs are often listed in the Yellow Pages of your telephone directory under the heading "Smokers Information and Treatment Centers."

The Office on Smoking and Health plans to publish this directory of State and local programs on a regular basis, every 2 years. If you or your organization would like to contribute to this future effort, please write to State and Local Programs, Office on Smoking and Health, Stop 1-10, Park Building, 5600 Fishers Lane, Rockville, Maryland 20857.

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Part 1

National Program Descriptions

Part 1 contains detailed descriptions of smoking cessation and prevention programs in use in different locations across the country. These programs were developed and disseminated by various organizations, including the American Cancer Society, the American Lung Association, the Seventh-Day Adventist Church, and the U.S. Department of Health and Human Services, Office on Smoking and Health. All of the programs described are listed and identified in Part 2 under the appropriate local organizations. Additional Federal resources in smoking and health are also described at the end of Part 1, beginning on page 8.

AMERICAN CANCER SOCIETY

Every year, the American Cancer Society's 58 divisions and 3,100 local units reach millions of adults and young people with smoking education, prevention, and cessation programs. In addition, millions of pamphlets, posters, and exhibits on smoking are distributed. Smokers are specially targeted in November by the Great American Smokeout, in April by the annual Cancer Crusade, and throughout the year by mass media efforts and physician counseling.

Educational programs and "FreshStart" quit smoking clinics are conducted on the local level in the context of a broader comprehensive smoking control program that also includes, among other things, mass media efforts, legislative initiatives, professional education, and response/referral systems. Heavy emphasis is placed on preparing others (e.g., hospitals or industry) to assume primary responsibility for helping smokers to quit.

Education in the prevention of smoking is carried out principally in the schools, because young people presumably have not yet established the smoking habit. Programs begin in the elementary schools, where students are just learning about their bodies and good health habits, and continue through high school. Among the most widely disseminated smoking prevention programs developed by the American Cancer Society (ACS) are these:

> "An Early Start to Good Health," a series of teaching units designed to promote positive health behavior in kindergarten through third grade.
>
> "ACS Health Network," a followup series to An Early Start to Good Health, designed for students in grades four through six.
>
> "Healthy Decisions," software with accompanying users manual, help cards, and leaders guide for students in fourth through sixth grades, designed to allow youth to practice decisionmaking.
>
> "Health Myself," a series of teaching units designed to be incorporated into language arts, science, and social studies classes for students in intermediate grades, focusing on the impact of societal influences on smoking behavior.

The ACS also has packaged and disseminated two smoking cessation programs–one for adults and one for teens.

Smoke-Free Young America by the Year 2000

In support of the Surgeon General's call for a Smoke-Free Society, the American Cancer Society has committed its resources to work for the goal of a Smoke-Free Young America by the Year 2000. The society will expand program efforts to reach specific target groups that are highly appealing from the standpoint of potential for smoking control. The following are target groups:

Vocational-technical high school students
Health care professionals
Expectant parents
Pre-school children
Early adolescents.

Targeted program materials based on the application of prevention and cessation techniques currently believed to have the most potential for success will be available to support increased program activity.

Additionally, the American Cancer Society is part of a collaborative effort with the American Heart Association and the American Lung Association. The objective of the three-agency effort is to break down barriers to effective collaboration on the local level and to provide social support and reinforcement to nonsmoking young Americans. This objective will be accomplished through voluntary and legislative actions, public education activities, and public relations campaigns.

FreshStart Quit Smoking Program

The FreshStart program is designed for four 1-hour group sessions taking place over a 2-week period. FreshStart is an active, programmatic approach to quitting. The program contains all of the essential information and strategies a participant needs in order to stop smoking permanently. Planning ahead is a key concept of the program.

A FreshStart Facilitator's Guide, which is a step-by-step manual for facilitating a FreshStart group, is available. A summary agenda is given for each session, followed by a detailed presentation of all of the program content.

A FreshStart Participant's Guide is also available. The guide is designed to accompany participation in a FreshStart group. However, it is fully self-explanatory and can be used by individuals stopping on their own.

For further information contact:

Local units of the American Cancer Society or

American Cancer Society
90 Park Avenue
New York, NY 10016
(212)599-8200

AMERICAN LUNG ASSOCIATION

Toward the goal of making NO SMOKING the social norm in this country, the American Lung Association (ALA) and its 139 affiliates nationwide conduct a comprehensive range of programs and activities dealing with smoking cessation, prevention, and the protection of nonsmokers' rights.

Smoking Cessation

Local ALA affiliates provide a variety of comprehensive smoking cessation programs for individual or group use in the community and in workplace settings.

> "Freedom From Smoking (R) Self-Help Manuals." This a set of two colorful, extensively illustrated guides to the quitting process, "Freedom From Smoking (R) in 20 Days," a nuts-and-bolts, day-by-day approach to quitting, and "A Lifetime of Freedom From Smoking (R)," helps smokers reinforce and maintain their new nonsmoking lifestyle.

"Freedom From Smoking (R) Clinics." For smokers who prefer a group approach, most ALA affiliates offer this extensive, nationally developed 7-week course led by trained staff or volunteers. Participants receive class instruction and supplementary written and audiotape materials on developing quitting strategies; dealing with recovery symptoms; managing stress through relaxation and assertiveness techniques; controlling weight; and avoiding recidivism. Some ALA affiliates also sponsor followup maintenance groups for ex-smokers.

"In Control," a Freedom From Smoking (R) Video Program. In the summer of 1985 ALA introduced a new video approach to quitting smoking that individuals with VCRs can use at home, which can also be used in groups at work, physicians' offices, and other settings. Baseball star Steve Garvey and a psychologist host a 2-hour video program consisting of 13 segments to be shown separately. Users also receive a 136-page Viewers Guide and a 20-minute audiotape with motivational and relaxation messages. The videotape is available in VHS, BETA, or 3/4 inch versions; ALA affiliates also have special guides on using the program in group settings and physicians' offices.

"Freedom From Smoking (R) At Work." ALA staff have been trained to help companies develop a comprehensive approach to reducing smoking at the workplace. Two manuals, "Taking Executive Action" and "Creating Your Company Policy," are available to management and employees to help them develop effective policies on smoking. The Freedom From Smoking (R) self-help, clinic, and video programs can be adapted to the workplace, and company personnel can be trained to lead them. Special posters are available to help kick off a companywide campaign on smoking.

Smoking Prevention

The American Lung Association is a strong supporter of comprehensive school health education as a means of convincing children not to smoke and to adopt healthy lifestyles. ALA cooperated with the U.S. Department of Health and Human Services Centers for Disease Control in the development of the comprehensive Primary Grades Health Curriculum Project (PGHCP) for children in kindergarten through third grade. (See description of "Growing Healthy," the combined name for the PGHCP and its sister School Health Curriculum Project for grades four through seven, under U.S. Department of Health and Human Services Centers for Disease Control, page 11.)

ALA affiliates also offer other nationally and locally developed smoking education modules and a variety of films, posters, and written materials for classroom use. Most ALA affiliates offer the following:

"Octopuff in Kumquat." The American Lung Association's animated feature film designed to present positive health values to 4- to 8-year-old children, "Octopuff" is a full-color 9-minute film that tells the story of an imaginary character named Octopuff who, despite protests from the elders and the children, introduces smoking to the village of Kumquat. Solutions to the resulting environmental problems and Octopuff's subsequent reformation are effected by the intervention of the village children. A teacher's guide is available to suggest supplementary classroom activities.

"Lungs Are for Life." These school lung health education modules that give lessons on smoking, air pollution, and lung physiology include teacher's guides, spirit masters, posters, and other aids. Separate modules are available for kindergarten through fourth grade.

"Marijuana: A Second Look." This highly motivational program uses the cast of the popular television show "Fame" to inform 9-, 10-, and 11-year-olds and their parents of the dangers of marijuana smoking. A packaged classroom kit includes a teaching guide for teachers and youth leaders, a parents magazine, a "Fame" FAN-tastic poster/magazine for students, and posters, buttons, and stickers.

"Biofeedback Smoking Education Project (BIOSEP)." Many ALA affiliates offer this classroom program for students in grades 7 through 12, which was originally developed by the New Hampshire Lung Association. Students conduct laboratory tests on themselves, using sophisticated laboratory equipment loaned to schools by their American Lung Association affiliate. Carbon monoxide levels, pulse rates, skin temperatures, and hand tremors are compared in smoking and nonsmoking students. Smokers are measured before and after smoking a cigarette in the classroom. BIOSEP allows students to see firsthand the negative physiologic effect of smoking on fellow students who may have no outward signs of poor health. This immediate feedback provides a stimulus for behavior modification that long-term health threats may not provide. It can also reinforce nonsmoking behavior in nonsmokers.

"Smoking and Pregnancy Program." ALA has developed information kits for pregnant women and health care providers that discuss the health effects of smoking on the pregnant woman and her baby. For the pregnant woman, a five-piece information kit, available in English or Spanish, provides a "mini flip chart" on how cigarettes affect her baby and why quitting smoking during pregnancy will reduce these health risks, a pamphlet that answers common questions about smoking and pregnancy, and "I Quit Smoking Because I Love My Baby" stickers and signs. For the health care provider, a 10-piece information kit (available in English) provides a counseling handbook, a flip chart for use in counseling patients, two full-color posters, and "Because You Love Your Baby" tent cards.

Protecting the Rights of Nonsmokers

The American Lung Association and its affilitates also conduct public education campaigns involving the distribution of written materials (such as the ALA leaflet "Second-Hand Smoke: the Facts"), media public service announcements and appearances, and legislative and other public policy activities to increase public awareness of the hazards of involuntary or "secondhand" smoking, and protect the right of nonsmokers to breathe smoke-free air. ALA affiliates are able to assist companies develop and implement effective policies on smoking. Many ALA affiliates have also been instrumental in the development and enactment of State and local legislation to restrict smoking in public places.

At the national level, the American Lung Association, in conjunction with the American Cancer Society, American Heart Association, and other members of the National Interagency Council on Smoking, has established the Coalition on Smoking OR Health, a national public policy project that seeks national legislative and regulatory action on smoking. The Coalition on Smoking OR Health and its sponsoring organizations were instrumental in obtaining the passage and enactment of new Federal warning labels on cigarette packages and advertising. The American Lung Association, American Cancer Society, and American Heart Association are also collaborating at both the national and the local level on a series of activities designed to promote a "Smoke-Free Young America by The Year 2000."

For further information contact:

American Lung Association
1740 Broadway
New York, NY 10019
(212)315-8700

AMERICAN HEART ASSOCIATION SMOKING INTERVENTION PROGRAMS

The smoking intervention programs of the American Heart Association are designed to prevent young people from starting and to help those smokers who want to quit. These programs are promoted in three primary delivery sites, schools, places of work, and health care delivery sites. Program modules are developed by the National Center and field tested for 1 or more years to determine if they are effective. Modules with a demonstrated benefit are packaged and delivered to affiliates for implementation at the priority sites.

School Site

Two modules are currently available for implementation in the schools and a third is under development. "Let's Talk About Smoking" is targeted for the first year of secondary school and "Save A Sweet Heart" for senior high school.

Let's Talk About Smoking

The "Let's Talk About Smoking" module is designed to prevent the onset of smoking among children at the critical point (sixth and seventh grades) when many are beginning to experiment with cigarettes. The focus of the intervention is to make young people aware of the pressures to smoke and teach them skills to resist these pressures. The effectiveness of the module was confirmed in a 1-year study of seventh grade students.

The core of the module is an 11-minute film featuring the edited comments of junior high school students. Nonsmoking students describe the pressures they have experienced from friends and others, tactics they used to resist these pressures, the reasons they have chosen to remain nonsmokers, and their impressions about smokers, particularly those who say they can quit whenever they want to. Smokers candidly discuss how they started smoking, where they smoke at school, their reasons for continuing to smoke, and finally, how much they would like to quit. The film is utilized in a 3-day teaching unit in which students are engaged in open discussions about the pressures to smoke and ways to counter these influences.

Save A Sweet Heart

"Save A Sweet Heart" is a fresh approach to smoking intervention. It is an 11-week program designed to associate nonsmokers and nonsmoking with popular images and to provide a supportive environment to those smokers who want to quit. This is achieved through the use of the same marketing, sociological, and social-psychological tools cigarette companies employ to create positive images of smokers and to make smoking a socially acceptable practice. The program is conducted by a team of students, as an extracurricular activity, during the Valentine's Day season.

The program features a set of five posters that mimic cigarette ads but portray nonsmokers in the images most popular with teenagers. The posters are hung in strategic locations throughout the campus and rotated periodically in the same way that cigarette ads are rotated on billboards. Valentine's Day is observed as a "nonsmoking" day.

Before release, the module underwent a rigorous 3-year evaluation with several thousand students in six Wisconsin senior high schools.

Worksite

The "Heart At Work" is a multiple risk factor intervention program designed for implementation in the workplace. The program includes modules on hypertension, nutrition, exercise, signal and actions for survival, and smoking reduction. The smoking reduction module consists of two components, a model policy for restricting smoking in the workplace and a self-help smoking cessation kit.

The model policy provides companies with practical guidance for restricting smoking among employees. Attractive signs are provided for nonsmokers to use in designating their offices or work stations as nonsmoking areas. Posters are also included that associate a smoke-free work environment with job satisfaction and success.

"Calling It Quits" is a self-help smoking cessation kit contained in the module. It was adapted from the "Quit It" program of the National Cancer Institute. This kit is offered to employees who want to quit. Supportive posters are provided that present a powerful message to smokers who are parents of young children.

Health Care Delivery Site

A smoking cessation module, for use by physicians to help their patients stop smoking, is currently in the final year of a 2-year field test. If found to be successful, the module is expected to be available for widespread implementation in late 1986.

For further information contact:

American Heart Association
National Center
7320 Greenville Avenue
Dallas, TX 75231
(214)750-5300

SEVENTH-DAY ADVENTIST CHURCH

The Breathe-Free Plan to Stop Smoking (The Revised Five-Day Plan)

In 1959, a Seventh-Day Adventist physician and a minister teamed their efforts to present a program on the harmful effects of smoking. The result was the Five-Day Plan to Stop Smoking, a plan that has been conducted around the world and has helped several million people stop smoking.

In 1985, the plan was revised and named the Breathe-Free Plan to Stop Smoking. It consists of eight 2-hour sessions designed to help a smoker break free from the tobacco habit. This plan emphasizes lifestyle modification strategies such as values clarification, visualization, role-playing, modeling, and decisionmaking designed to develop a positive self-image as a nonsmoker.

Among the practical techniques advocated during the first few days to lessen withdrawal symptoms are frequent warm baths, increased fluid intake, regular eating and sleeping habits, extra exercise (particularly after meals), and the avoidance of sedatives and stimulants such as alcohol, caffeine, spicy foods, and foods high in saturated fats.

Positive self-image films and group-support sessions help participants become successful graduates. Handout materials are given to encourage participants to be personally involved in their lifestyle change. Because of the interrelationships of body, mind, and spirit, a holistic approach is used in assisting the individual to use all of his resources to successfully make this major behavioral change.

For further information contact:

General Conference of Seventh-Day Adventists
Health and Temperance Department
6840 Eastern Avenue, NW.
Washington, DC 20012
(202)722-6700.

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

OFFICE ON SMOKING AND HEALTH

Following the release of the 1964 Report of the Advisory Committee to the Surgeon General on Smoking and Health, the Public Health Service established a National Clearinghouse for Smoking and Health as part of its Chronic Disease Control Program. Later, the Clearinghouse was transferred to the Centers for Disease Control in Atlanta. In March 1978 it was relocated from Atlanta to Washington, D.C., to form the nucleus of the Office on Smoking and Health (OSH), part of the Office of the Assistant Secretary for Health.

OSH is the focal point for all U.S. Department of Health and Human Services (DHHS) smoking and health activities. It coordinates the DHHS smoking education, prevention, and research efforts, and stimulates smoking and health intervention programs and activities at the State and local level. A major responsibility of the Office is preparing and disseminating the Department's annual report on the health consequences of smoking. Since 1980 each of these Reports has reviewed a specific subject area in depth: 1985–Cancer and Chronic Lung Disease in the Workplace; 1984–Chronic Obstructive Lung Disease; 1983–Cardiovascular Disease; 1982–Cancer; 1981–The Changing Cigarette; and 1980–The Health Consequences of Smoking for Women.

Scientific and Technical Information Program

OSH also collects and analyzes scientific information for the purpose of establishing and evaluating Federal policies on smoking. The Office maintains the Technical Information Center on Smoking and Health, a repository for information on tobacco, smoking, and health that provides technical and information support and hard-copy access to the world's literature on the health effects of smoking. The Center contains more than 50,000 studies and possesses the computer and microfilm technologies to provide special searches, references, abstracts, and under certain circumstances, hard copies to researchers on request. Responses are provided each year to approximately 5,000 technical inquiries and 40,000 public inquiries. The Technical Information Center publishes a series of technical publications, including the bimonthly "Bulletin on Smoking and Health" (abstracts of published literature on smoking, tobacco, and health); an annual "Bibliography on Smoking and Health"; and a biennial "Directory of On-Going Research in Smoking and Health."

A Special Studies Section has recently been established for conducting new studies and surveys on smoking and tobacco use, organizing numeric data sets on smoking, and making these data available to researchers and investigators interested in conducting special studies related to smoking and health. OSH has begun a new series of national surveys to determine the prevalence of tobacco use among adults and adolescents and to determine the Nation's attitudes, knowledge, and beliefs concerning smoking, tobacco use, and their health effects. Currently under completion is an analysis of data from the Current Population Survey conducted in the fall of 1985, which provides statewide estimates of the prevalence of cigarette smoking and, for the first time since 1975, national estimates of the prevalence of smokeless tobacco products usage. A national survey of adult use of tobacco will be completed by the fall of 1986 and a national survey on tobacco use by teenagers is planned for 1987.

OSH continues its program for medical and health professionals with the development of a new information and education series entitled "A Physician Talks About Smoking" (Document No. A14700). This professional slide series is offered for sale by the National Audiovisual Center as a lecture and teaching aid, and may be obtained by writing or calling:

National Audio-Visual Center
Customer Services Section
8700 Edgeworth Drive
Capitol Heights, MD 20743
(301)763-1896

Public Information Program

For over 20 years the Public Health Service has conducted national public information and education programs. Central to efforts informing Americans of the dangers of smoking in order to reduce death and disability due to smoking is a mess media program. This program is designed to encourage young people not to take up smoking, or if they have already begun, to quit, and to encourage adults to quit and stay off cigarettes.

In 1985, OSH directed a national Smoking and Pregnancy program. This effort was targeted to the pregnant woman, to her family and friends, and to her physician or other clinician. Public service announcements were prepared and sent to radio and television networks and local stations; posters, transit cards, and over three million pamphlets in two languages were developed and distributed to doctors' offices and clinics, along with personal letters from the Secretary of the Department of Health and Human Services.

OSH plans, coordinates, and develops systematic targeted national public information and education programs on smoking and health. The Office has created numerous award-winning television, radio, and print materials. These products have been marketed directly by OSH and through other organizations such as voluntary health organizations and State and local health departments.

School Programs

The National Clearinghouse for Smoking and Health, the predecessor to the OSH, developed background school curricula and teaching materials now being used in schools across the country. These efforts are now being continued by the

Centers for Disease Control and the Department of Education. OSH continues its efforts with the schools through the design and creation of information and education materials. OSH pioneered an effort to place public service advertisements in high school newspapers and has established a continuing and enthuisastic audience among both editors and school officials. This campaign continues with additional advertisements and matching posters, and the program has now been expanded to include colleges.

In late 1986, OSH will provide schools with an "Experiment Book," which includes experiments, demonstrations, and computer software that will be useful in smoking education. The strategies are presented so that instructors or curriculum developers can select experiments and demonstrations that are appropriate for their target populations.

OSH is currently revising a smoking, tobacco, and health fact book, first published in 1969 and reprinted many times. The new edition of "Smoking, Tobacco and Health–A Fact Book" will contain updated data and will be available in late 1986.

Coordination

The Office is responsible for staffing a National Advisory Committee entitled the Interagency Committee on Smoking and Health. Mandated by the passage of the Comprehensive Smoking Education Act of 1984, this committee is responsible for advising the Secretary of DHHS on a wide range of smoking and health issues. The Committee is comprised of 22 members who represent various Federal and non-Federal agencies. The Chairman of the Committee is the Surgeon General of the U.S. Public Health Service, Dr. C. Everett Koop.

OTHER FEDERAL RESOURCES IN SMOKING AND HEALTH

Several agencies within the U.S. Public Health Service offer information and referral services on smoking and health as part of their mission to reduce the incidence of smoking-related diseases and conditions. In addition to the programs described previously, the following Federal agencies offer a wide range of services to the general public as well as to health professionals.

NATIONAL CANCER INSTITUTE

The National Cancer Institute (NCI) conducts an aggressive research and control program aimed at decreasing the incidence and mortality of cancer caused by or related to smoking and the use of tobacco products. To achieve this goal, NCI identifies, develops, and implements intervention strategies, based on sound biomedical and behavioral research findings, leading to a number of health education and information dissemination efforts. The following NCI resources are available for health professionals and the public to aid in the prevention or cessation of tobacco use. Copies of all materials are available free by writing to NCI, Office of Cancer Communications, Building 31, Room 10A18, Bethesda, MD 20892.

Programs for Health Professionals

The "Quit for Good" kit is a smoking cessation program designed for physicians, dentists, and other health professionals to use in counseling their patients. The kit contains two patient brochures–"Quit It," tips for smoking cessation, and "For Good," tips on how to stay a nonsmoker; a health professional's guide that advises the physician or dentist about how to use the kit and gives information and resources on smoking and smoking cessation; and waiting room materials–two posters and six tent cards–to encourage patients to initiate the dialogue on smoking cessation. Kits containing materials for 50 patients are available free to health professionals by writing to NCI.

The pharmacists' "Helping Smokers Quit" kit, developed jointly by NCI and the American Pharmaceutical Association, is a smoking cessation program designed for pharmacists. The focus of this program is on smoking and drug interactions, an issue of special concern to pharmacists and one that they are uniquely qualified to address. The kit contains a guidebook for pharmacists that explains the program and gives information about the health hazards of smoking and about direct and indirect reactions of drugs with smoking; a chart summarizing drug interaction data for the pharmacist; a variety of patient materials–a smoking self-test, a booklet of cessation tips, a smoking-drug interaction flyer, and a 30-day nonsmoking checksheet; and waiting room materials–two posters and a counter card–to prompt interested patients to ask their pharmacists about the program. Kits containing materials for 25 patients are available free to pharmacists from NCI.

Other Materials on Smoking

"Clearing the Air" is a compilation of methods and techniques for giving up cigarettes, developed for the public. The booklet and a supporting poster have been translated into Spanish (Despejando el aire). The supplemental fact sheet "You've Kicked the Smoking Habit–For Good!" provides a variety of tips for remaining a nonsmoker. Both are available free from NCI or by phoning the Cancer Information Service (see below).

"Smoking Programs for Youth," written for educators, school administrators, and concerned parents, is a comprehensive state-of-the-art report that fills a gap in the existing literature on smoking education for young people. The manual discusses the issues related to adolescent smoking and summarizes policies, curricula, and counseling programs related to smoking prevention and cessation in primary and secondary schools. It is endorsed by numerous education groups and organizations concerned about smoking.

The "Smokeless Tobacco Backgrounder" summarizes the scientific evidence linking smokeless tobacco use with cancer and other health problems. It includes a selected bibliography.

The "Smokeless Tobacco Education Resources" list provides descriptions and ordering information for a variety of print and audiovisual materials related to smokeless tobacco that have been developed by both public and private health organizations.

The Cancer Information Service (CIS) is a toll-free telephone inquiry system that supplies information about cancer and cancer-related resources to the general public and to cancer patients and their families. CIS offices are in locations associated with major cancer centers across the United States. In addition to providing assistance over the telephone, each CIS office offers free printed materials on subjects ranging from types of cancer and treatment to advice on how to talk with cancer patients. Some materials are available in Spanish and other languages. Call 1-800-4-CANCER and you will be automatically connected to the CIS office serving your area. (In Alaska call 1-800-638-6070; in Hawaii, on Oahu call 524-1234, call collect from neighboring islands).

NATIONAL HEART, LUNG, AND BLOOD INSTITUTE

The National Heart, Lung, and Blood Institute's (NHLBI) primary responsibility is the scientific investigation of heart, blood vessel, lung, and blood diseases. The Institute oversees research, demonstration, prevention, education, control, and training activities in these fields. The program emphasizes the prevention and control of heart, lung, and blood diseases and education concerning these diseases through more rapid transfer of knowledge into the mainstream of clinical medicine and personal health practices.

The Institute's Smoking Education Program was created to reduce smoking-related cardiovascular and pulmonary disease by developing and marketing educational materials and programs for physicians, other health care providers, and the general public. A major theme of the NHLBI Smoking Education Program is the idea of clinical opportunities, unique "teachable moments" when an intervention by a physician or other health care provider can have a profound impact on a smoker's behavior. Several studies support the premise that a brief but firm message from a physician about smoking cessation during a routine office visit can be the critical factor in a patient's decision to quit smoking.

NHLBI has developed a resource booklet for physicians and other health care providers to help improve their skills in intervening with patients who smoke. Designed and written for the busy physician, this full-color booklet contains reproducible patient handout material that the physician can personalize and give to the patient as a reminder of the intervention.

Another product of the NHLBI Smoking Education Program is an award-winning video program that can be used in conjunction with smoking cessation workshops. Successfully used as part of the Multiple Risk Factor Intervention Trial, this series of seven video vignettes takes a humorous approach to the serious subject of helping people quit smoking permanently. Varying in length from 3 to 7 minutes, each unique segment of this professionally produced program is designed to help workshop participants share and express their feelings of frustration, anxiety, and pride as they pursue their decision to quit smoking.

For more information contact:

NHLBI Smoking Education Program
9000 Rockville Pike
Building 31, Room 4A-21
Bethesda, MD 20892

For more information on the NHLBI smoking cessation trigger films write:

National Audiovisual Center
Order Section IQ
Washington, DC 20409

NATIONAL INSTITUTE OF CHILD HEALTH AND HUMAN DEVELOPMENT

The National Institute of Child Health and Human Development (NICHD) Office of Research Reporting has prepared and is distributing the brochure "Facts About Pregnancy and Smoking." Some 50,000 copies of this pamphlet have been distributed over the past 2 years; it has now been reprinted and is again available for distribution in bulk quantities for physicians and clinics to use for patient information purposes.

Material from this fact sheet was also incorporated into the health education materials packet distributed in conjunction with the U.S. Department of Health and Human Services Secretarial Initiative on Smoking and Pregnancy. This packet was sent to 33,000 physicians and other providers of health care. The mailing reached virtually all physicians, clinics, and offices that provide prenatal care in the United States, Puerto Rico, and the Virgin Islands. The NICHD had a representative on the task force that planned and implemented this effort. In addition to the print materials, the Secretarial Initiative also included a letter signed by the Secretary of Health and Human Services, posters, advertising cards designed for display on mass transit systems, and television public service announcements.

Also as part of its effort to inform women, particularly pregnant women, of the hazards associated with smoking, the NICHD in conjunction with the Division of Maternal and Child Health funded a Healthy Mothers/Healthy Babies project that distributed health education materials to 10 States that lack the necessary resources to develop such materials on their own. The materials supplied were developed by the New York State Health Department and have won numerous awards for their excellence in conveying to pregnant women four important health messages: the need to stop smoking, to receive regular prenatal care, to avoid alcohol consumption, and to follow a healthy diet while pregnant. These materials are available in both English and Spanish, and will form the basis for statewide Healthy Mothers/Healthy Babies programs in the 10 targeted States.

For further information contact:

National Institute of Child Health and Human Development
Department of Health and Human Services
Building 31, Room 2A-32
9000 Rockville Pike
Bethesda, MD 20205

CENTER FOR HEALTH PROMOTION AND EDUCATION

Primary Grades Health Curriculum Project*

The Center for Health Promotion and Education of the Centers for Disease Control and the American Lung Association (ALA) cooperated in the development of the Primary Grades Health Curriculum Project for children in kindergarten through third grade. The subject of smoking and health is integrated into a curriculum designed to teach good health practices through an understanding of and appreciation for body systems and functions and the development of a positive self-image.

Complete sets of print and audiovisual materials have been designed to accompany each of the four curriculum units. Publications, films, filmstrips, tapes, models, pupil-prepared games, and other materials are available. Formal teacher-training workshops are available nationwide, and trainers can be brought in if several schools in one city or county are interested.

The American Lung Association has been conducting a formal scientific longitudinal evaluation of the Primary Grades Health Curriculum Project over an 8-year period. Results are available from the ALA. The project has been validated by the U.S. Department of Education and is in the National Diffusion Network.

School Health Curriculum Project*

Originally developed and pilot tested by the National Clearinghouse for Smoking and Health (now the **Office on Smoking and Health**) in 1969, the School Health Curriculum Project (SHCP) is now funded by a wide range of organizations.

The curriculum consists of separate units of study for grades four through seven, each of which is organized around a particular body system and can be taught in an 8- to 10-week period. The four units, "Our Digestion, Our Nutrition, Our Health," "About Our Lungs and Our Health," "Our Health and Our Hearts," and "Living Well With Our Nervous System," focus respectively on the digestive, respiratory, cardiovascular, and nervous systems.

Extensive print and audiovisual materials have been designed to complement the curriculum, such as publications, films, filmstrips, tapes, models, pupil-prepared games, and other activity materials.

*(Growing Healthy is the title now given to the Combined Primary Grades Health Curriculum Project and the School Health Curriculum Project.)

Teenage Health Teaching Modules

The Teenage Health Teaching Modules (THTM) Program is a comprehensive health education curriculum for junior and senior high school students. It is designed to provide adolescents with knowledge, skills, and understanding that will enable them to act on behalf of themselves and others in ways that are health-enhancing with respect both to their immediate health needs and to the long-term consequences of behaviors that they may try or establish during the adolescent years.

The Center for Health Promotion and Education (CHPE) of the Centers for Disease Control (CDC) developed the program through a Federal contract with the Education Development Center, Inc. (EDC). In an effort to combine the principles of adolescent developmental theory with behaviors thought to be health-promoting, THTM developed the concept of health tasks, the physical, mental, emotional, and social tasks adolescents need to resolve in order to develop to their full health potential. This program integrates other smoking-relevant issues, e.g., decisionmaking and evaluating and interpreting information.

Descriptive information, price lists, and copies of the modules are available from EDC. CDC also provides information and single copies for purposes of further project development and distribution, and will grant rights to reprint the modules under a government-held license. Requests for such rights should be in writing to the Office of School Health and Special Projects, CHPE. Teacher training is recommended as an adjunct to use of the modules in schools; professional services for showcasing, technical assistance, and teacher training are now available. An evaluation package to assist THTM users to assess program and outcome effects is being developed and field tested.

Combined Health Information Database

The Combined Health Information Database (CHID) is a cooperative project of the Arthritis Information Clearinghouse, the National Diabetes Information Clearinghouse, the National Digestive Diseases Education and Information Clearinghouse, and the High Blood Pressure Information Center, all from the National Institutes of Health, and the Health Education Database developed by the Center for Health Promotion and Education, Centers for Disease Control. The Health Education database is the largest subfile resource on CHID, with over 11,000 entries describing health education programs, methodologies, and risk-reduction interventions from the field of health education and health promotion. Over 1,000 of these entries reflect smoking cessation and risk-reduction interventions developed in part from funding provided by the Office on Smoking and Health under the 1979-81 smoking and alcohol grant program. The over 800 State and local programs described in this publication have been added to the database for future reference.

For further information contact:

Center for Health Promotion and Education
Centers for Disease Control
Building 3
1600 Clifton Road, NE.
Atlanta, GA 30333

OFFICE OF DISEASE PREVENTION AND HEALTH PROMOTION

The Office of Disease Prevention and Health Promotion (ODPHP) is a division of the Office of the Assistant Secretary for Health (OASH). Its functions include coordination of all the prevention activities of the Public Health Service (PHS). It is responsible for policy development, program planning and development, and information dissemination in disease prevention and health promotion matters. A principal responsibility is leadership, oversight, and monitoring of PHS activities related to achievement of the 1990 Health Objectives for the Nation. One of the 15 areas addressed by the objectives is smoking.

In the cause of disease prevention and health promotion, ODPHP directly carries out a number of activities in the area of smoking. With the Centers for Disease Control, ODPHP sponsored an evaluation of school health curricula that definitively proved the effectiveness of school health education in delaying the beginning of smoking behavior in seventh grade students. As a part of its Workplace Health Promotion initiative, ODPHP commissioned a manual entitled "A Decisionmaker's Guide to Reducing Smoking at the Worksite," which is being widely disseminated. ODPHP has also worked closely with the American Cancer Society over the past 3 years to carry antismoking workshops to countries in Latin America. The U.S. Preventive Services Task Force, created by ODPHP to recommend age- and sex-specific areas for clinical screening and preventive interventions, has undertaken a review of smoking cessation counseling and followup by physicians and other health care providers in clinical settings. Finally, smoking cessation is one of the six key health messages composing the ODPHP Healthy Older People public education campaign, aimed at reducing dependency, disability, and disease among older Americans.

For further information contact:

Office of Disease Prevention and Health Promotion (ODPHP)
U.S. Department of Health and Human Services
Mary E. Switzer Building, Room 2132
330 C Street, SW.
Washington, DC 20201.

PART 2

Program Summaries By State

ALABAMA

001. AMERICAN LUNG ASSOCIATION OF ALABAMA, 900 South 18th Street, P.O. Box 55209, Birmingham, Alabama 35255.

Program Title:
Because You Love Your Baby.

Contact:
James L. Hughes (205)933-8821.

Description:
Smoking and pregnancy information packets are distributed to pregnant women. Health care provider's kits are also available.

002. AMERICAN LUNG ASSOCIATION OF ALABAMA, 900 South 18th Street, P.O. Box 55209, Birmingham, Alabama 35255.

Program Title:
Development and Implementation of a Comprehensive Program Designed to Address and Resolve Problems Associated With Smoking at the Workplace.

Contact:
James L. Hughes, Executive Director (205)933-8821.

Description:
The purpose of this program is to design a comprehensive marketing strategy describing the goals, objectives, targets, and formats of the workplace consultation service. Four businesses will be recruited in different areas of the State to utilize the consultation service by implementing smoke-free policies and offering Freedom From Smoking II clinics (for additional information about the American Lung Association Freedom From Smoking program see Part 1). The effectiveness of the consultation service will be evaluated, and statewide annual demand for such a service will be estimated. The strategy of the service will be revised as necessary, and a reference manual outlining the steps required to establish the service at the branch level will be developed.

003. AMERICAN LUNG ASSOCIATION OF ALABAMA, 900 South 18th Street, P.O. Box 55209, Birmingham, Alabama 35255.

Program Title:
Freedom From Smoking II Cessation Clinic.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
James L. Hughes, Executive Director (205)933-8821.

Description:
The purpose of this program is to train people at the branch level how to lead Freedom From Smoking II smoking cessation clinics (see Part 1). Materials will be designed and printed to promote these clinics at the local level, and 15 Freedom From Smoking II clinics will be conducted throughout the State. The training program and clinic format will be evaluated and revised as necessary.

004. AMERICAN LUNG ASSOCIATION OF ALABAMA, 900 South 18th Street, P.O. Box 55209, Birmingham, Alabama 35255.

Program Title:
Freedom From Smoking in Twenty Days.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
James L. Hughes, Executive Director (205)933-8821.

Description:
Manuals for the Freedom From Smoking in Twenty Days Program are distributed to groups and individuals.

005. AMERICAN LUNG ASSOCIATION OF ALABAMA, 900 South 18th Street, P.O. Box 55209, Birmingham, Alabama 35255.

Program Title:
Campaign for Smoke-Free Schools.

Contact:
James L. Hughes, Executive Director (205)933-8821.

Description:
Program objectives include developing a packet of materials detailing the hazards of smoking and describing the smoke-free policy passed by the Tuscaloosa County Board of Education. School systems with smoke-free policies will be identified; those without will be challenged to adopt them. The program will then assist interested school systems in designing, adopting, and implementing smoke-free policies.

006. JEFFERSON-SHELBY LUNG ASSOCIATION, 900 18th Street South, P.O. Box 3226, Birmingham, Alabama 35255.

Program Title:
Bio-Feedback Anti-Smoking Program.
For additional information about the American Lung Association Biofeedback program see Part 1.

Contact:
Patty Jordan, Program Director (205)933-8821.

Description:
Equipment and instructors are made available to 10th grade classes for the conduct of a 1-week biofeedback program based on the New Hampshire model. Pretests and posttests at 6 months' followup measure the number of students who quit smoking, those who changed to a lower tar and nicotine brand, and those who did not begin smoking.

ALASKA

007. ALASKA NATIVE HEALTH BOARD, INC., Box 7-741, Anchorage, Alaska 99510.

Program Title:
Smoking Reduction Among Alaskan Natives.

Contact:
James E. Berner, Chief, Community Health Services Branch (907)265-9393.

Description:
The Alaska Area Native Health Service (AANHS) program has been modified, and now consists of the following elements: an ongoing program of smoking cessation clinics, offered to all employees in the area, four times yearly, by the Alaska Lung Association; continued effort at establishing a smoke-free work environment for the Alaska Area Office, with a tentatively scheduled target date of January 1, 1986; continued effort to establish smoke-free medical facilities, with a commitment from the Alaska Native Medical Center to become smoke free on January 1, 1986; and continued effort by the AANHS Health Education in using public education films on rural TV, in schools as part of the Health curriculum, and among hospitalized inpatients to increase awareness of the impact of smoking on health.

008. AMERICAN CANCER SOCIETY, 1343 G Street, Anchorage, Alaska 99503. SEVENTH-DAY ADVENTISTS.

Program Title:
Smoker's Cessation Clinic.
For additional information about the Seventh-Day Adventist plan see Part 1.

Contact:
Jon Brown, Anchorage Unit Director (907)277-8696.

Description:
This cessation clinic is conducted as a joint effort of the two sponsoring organizations.

009. NORTHWEST ARCTIC SCHOOL DISTRICT, COMMUNITY EDUCATION, Box 52, Kotzebue, Alaska 99752.

Program Title:
Stop Smoking Clinic.

Contact:
Mike Carson (907)442-3175.

Description:
Five 90-minute sessions are held. In the first few sessions, participants explore reasons for smoking and review tips on how to quit. Materials used include handouts and pamphlets from the Seventh-Day Adventists and from the American Cancer Society, films from the school district media center, and a slide presentation provided locally in cooperation with the Mauneluk Native Health Corporation. A buddy system is encouraged. For those persons unable to attend the 90-minute sessions, home visits are made. This program has been held in three different villages. Followup and maintenance are minimal because of the difficulty and expense involved in traveling to the villages.

010. SEVENTH-DAY ADVENTIST CHURCH, 1515 East Tudor Road, Anchorage, Alaska 99507.

Program Title:
Five Day Plan.
For additional information about the Seventh-Day Adventist Five Day Plan see Part 1.

Contact:
David Strike (907)562-2721.

Description:
This program augments the Five Day Plan with respiratory charts, films, x-rays, and evaluation of participants' pulmonary function tests. One month after completion of the program, participants are invited to a dinner, where their cessation success is measured. The program is held every 3 months for 25 to 40 persons per session.

011. AMERICAN CANCER SOCIETY, PIMA COUNTY UNIT, 5524 East Fourth Street, Tucson, Arizona 85711.

Program Title:
FreshStart.
For additional information about the American Cancer Society FreshStart program see Part 1.

Contact:
Wendy French (602)790-2600

Description:
Material developed by the American Cancer Society for the FreshStart program is distributed by this local branch.

012. AMERICAN HEART ASSOCIATION, SOUTHERN ARIZONA DIVISION, 5325 East Pima, Tucson, Arizona 85712.

Program Title:
Heart Health Education in the Young

Contact:
Barbara Gerlach (602)795-1403

Description:
University students are trained to give presentations to elementary, junior high, and high school students on the effects of smoking and poor dietary habits on the heart. Objectives are to encourage young people to adopt heart-healthy lifestyles early in life by not smoking, eating foods low in cholesterol, saturated fat, and sodium, and adopting a regular exercise program. Films, slide-tape presentations, and educational materials are used to illustrate the program.

013. ARIZONA LUNG ASSOCIATION, 1239 East McDowell Road, Phoenix, Arizona 85006.

Program Title:
Kick It Kit.

Contact:
Robert Shook (602)258-7505.

Description:
A self-help stop-smoking kit has been developed by the Arizona Lung Association. The kit contains tests that help the smoker analyze what kind of a smoker he or she is, and why he or she wants to quit. The kit continues by describing a way in which to quit and what the smoker can expect to experience during and after quitting.

014. ARIZONA LUNG ASSOCIATION, 102 West McDowell, Phoenix, Arizona 85003.

Program Title:
In Control.

Contact:
Patricia A. Quarg (602)258-7505

Description:
Using a combination of behavior modification techniques presented in the Arizona Lung Association's "Freedom From Smoking in Twenty Days" publication and Nicorette gum, the Lung Association sponsors a smoking cessation clinic approximately every other month. Clinics are open to the public or held in a business setting upon request. The five-session 8 1/2-hour clinic is run by a medical director and two [illegible]-group facilitators. The medical director is a pulmonary specialist who dispenses prescriptions for the gum. Each clinic is limited to 20 participants and costs $65, which includes the costs of publications. The gum must be purchased individually

015. CARONDELET HEALTH SERVICES, 350 North Wilmot Road, P.O. Box 12069, Tucson, Arizona 85732.

Program Title:
Smokeless.

Contact:
Susan J. Fordney (602)296-3211 ext. 2384.

Description:
The Smokeless System is a highly structured 5-day program in which participants are taught skills necessary to achieve permanent abstinence from smoking. The smoking habit is viewed from psychological, social, physiological, and behavioral perspectives. Participants are taught techniques and procedures that have proved themselves to be effective in both preventing and eliminating cigarette urge sensations. This systematic technology will allow participants to quit smoking while minimizing the problems of weight gain and irritability.

016. COLORADO RIVER INDIAN TRIBES, Route 1, Box 23-B, Parker, Arizona 85344.

Program Title:
Smoking and Alcohol Abuse Project.

Contact:
Rachel F. Arnold (602)669-2584.

Description:
This program will determine the prevalence of tobacco and alcohol use in the 12- to 24-year age group by conducting a random survey of the population. Individuals found to be at high risk for alcohol or tobacco abuse will be referred to awareness groups, education groups, or treatment. Life-planning activities will be conducted to introduce problem-solving, decisionmaking, coping, and communication skills. Well-developed outreach and intervention activities will also be conducted, including health education on the benefits of decreasing the number of cigarettes smoked. The younger population will be exposed to prevention activities. Participants will be tracked from entry to referral to other program components in order to evaluate participation level, frequency of participation, and involvement in referral components. Participants will be pre- and posttested to ascertain knowledge increase. Personal profile data collected at intake will be analyzed at 6-month intervals to evaluate any significant change or improvement in behavior/attitude levels.

017. PULMONARY ASSOCIATES, P.A., 1130 East McDowell Road, Suite B-7, Phoenix, Arizona 85006.

Program Title:
Quitting with Nicorette.

Contact:
Bonnie Fahy (602)258-4951.

Description:
The program involves six sessions with Bonnie Fahy, a pulmonary clinical nurse specialist, over a 3-month period. The individualized sessions teach smoking avoidance techniques, as well as proper dosage and use of Nicorette chewing gum. The cost of the six sessions is approximately $170 and may be covered by insurance. Anyone may enter the program with a referral from his physician.

018. SANTA CRUZ FAMILY GUIDANCE CENTER, 638 Arroyo Blvd., Nogales, Arizona 86621.

Program Title:
Smoking and Alcohol Prevention Program.

Contact:
Geni Archulita (602)287-4713.

Description:
Geared to grades six, seven, and eight, this program offers a curriculum combining values awareness/decisionmaking skills and smoking information. The objective is to develop the self-esteem of children while providing information, thereby decreasing the number of smokers in these grades. The values awareness/decisionmaking skills portions of this program are adapted from the Values Awareness Program of the Southern Ohio Regional Council on Alcoholism. A peer counseling strategy for students and an inservice workshop for teacher training are provided. The workshop teaches the techniques associated with the values awareness/decisionmaking program. Other resources utilized in this program include films provided by the Arizona Departments of Education and Health Services. Pre- and posttests are administered to experimental and control groups.

019. ST. LUKE'S HEART LUNG CENTER, 1800 East Van Buren, Phoenix, Arizona 85006.

Program Title:
Smokeless: Smoking Information Hotline.

Contact:
Roberta Forbes-Brayer (602)251-8558.

Description:
Smokeless is a 5-day stop-smoking program developed by the American Institute for Preventive Medicine and provided to the northern half of Arizona by St. Luke's Heart Lung Center. The entire program is of 1-month duration, consisting of preparatory, cessation, and maintenance phases. The Smoking Information Hotline serves the community with free information on the hazards of smoking and "quit tips." Smoking counselors also assist hospitalized patients with smoking cessation.

ARKANSAS

020. AMERICAN LUNG ASSOCIATION OF ARKANSAS, 412 West Seventh Street, P.O. Box 3857, Little Rock, Arkansas 72203.

Program Title:
A Lifetime of Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Andrea Jackson, Director of Communications (501)374-3726.

Description:
A Lifetime of Freedom From Smoking self-help maintenance manual is distributed to individuals who have successfully completed the Freedom From Smoking in 20 Days program. Use of this manual helps a person to abstain from smoking permanently.

021. AMERICAN LUNG ASSOCIATION OF ARKANSAS, 412 West Seventh Street, P.O. Box 3857, Little Rock, Arkansas 72203.

Program Title:
Freedom From Smoking Clinics.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Andrea Jackson, Director of Communications (501)374-3726.

Description:
Freedom From Smoking Clinics offer a group support cessation program provided by American Lung Association trained clinic leaders. This program is based on the Freedom From Smoking manuals and lasts 7 weeks.

022. AMERICAN LUNG ASSOCIATION OF ARKANSAS, 412 West Seventh Street, P.O. Box 3857, Little Rock, Arkansas 72203.

Program Title:
Freedom From Smoking in Twenty Days.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Andrea Jackson, Director of Communications (501)374-3726.

Description:
This program uses the Freedom From Smoking in 20 Days self-help manual designed to help individuals change their behavior to that of a nonsmoker. It provides coping techniques and daily guides that aim toward quitting smoking.

023. AMERICAN LUNG ASSOCIATION OF ARKANSAS, 412 West Seventh Street, P.O. Box 3857, Little Rock, Arkansas 72203.

Program Title:
Kick the Habit.

Contact:
Andrea Jackson, Director of Communications (501)374-3726.

Description:
Kick the Habit is a group smoking cessation course based on Freedom From Smoking manuals. The course lasts 4 weeks.

024. AMERICAN LUNG ASSOCIATION OF ARKANSAS, 412 West Seventh Street, P.O. Box 3857, Little Rock, Arkansas 72203.

Program Title:
Smoking and Pregnancy.
For additional information about the American Lung Association Smoking and Pregnancy program see Part 1.

Contact:
Andrea Jackson, Director of Communications (501)374-3726.

Description:
The Smoking and Pregnancy program distributes health care kits to expectant mothers and health care providers. Specific guidelines for quitting smoking that outline the hazards of smoking while pregnant are included.

025. ARKANSAS DEPARTMENT OF HEALTH, HEALTH EDUCATION AND PROMOTION DIVISION, 4815 West Markham Street, Little Rock, Arkansas 72205.

Program Title:
Stop Smoking Clinic.

Contacts:
Beth Broyles, Director, or A. Laura Harrison, Risk Reduction Grant Coordinator (501)661-2494.

Description:
A 4- to 6-week stop-smoking clinic for agency employees and the public creates awareness of the hazards of smoking. Group interaction is used to encourage and support change. The clinic includes strategies for dealing with stress management and weight control. Guest speakers (e.g., health professionals and ex-smokers), audiovisual aids, and written materials support teaching strategies devised to motivate participants. Each smoking clinic is evaluated so that the program can be modified to meet current needs. Seminars to train clinic facilitators are also sponsored in cooperation with local voluntary agencies.

026. COMMUNITY SERVICES, SEVENTH-DAY ADVENTIST CHURCH, Fifth and Archer Street, Mammoth Spring, Arkansas 72554.

Program Title:
Five Day Plan to Stop Smoking.
For additional information about the Seventh-Day Adventist Plan see Part 1.

Contacts:
Polly Johnson or Dorothy Culbert (501)257-3909, (501)895-2331.

Description:
Five successive sessions lasting 1 to 1 1/2 hours each provide graphic medical slides showing damage done to heart, lung, and mouth through use of tobacco. The physically and psychologically addictive properties of nicotine are described, and instructions are given on how to flush nicotine from the body. The buddy system is suggested.

027. CONCORDIA OF BELLA VISTA, One Concordia Drive, Bella Vista, Arkansas 72714.

Program Title:
Smoke Stoppers.

Contact:
Lisa Nelson, Activity Director (501)855-3714.

Description:
Smoke Stoppers is a smoking cessation program conducted by professionals who have been through specific training for this program and is designed as a complete behavior management program utilizing personal stress management and nutritional awareness as vehicles for smoking cessation. Smoke Stoppers uses no gimmicks, but rather, is a complete scientific program of proven techniques that help an individual to quit smoking. The course lasts 5 weeks and a fee is involved. The first night is a free session introducing the program, at which time the individual may sign up for the remainder of the course.

028. WHITE COUNTY MEMORIAL HOSPITAL, P.O. Box 809, Searcy, Arkansas 72143.

Program Title:
Freedom From Smoking Clinic.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contacts:
Roxie Froilette or Kathi Shores, Coordinators (501)268-6121.

Description:
The primary objective of the program is to help smokers stop smoking and prevent unnecessary disease and death. It is a resource-rich, highly structured program that focuses on behavior modification and maintenance.

029. AAA HYPNOSIS CENTER, 1394 Yosemite Avenue, San Jose, California 95126.

Program Title:
Hypnosis.

Contact:
Jean Wilson (408)998-5383.

Description:
Smoking cessation is among the many problems addressed by this hypnosis clinic. One session is frequently adequate.

030. AMERICAN CANCER SOCIETY, 6733 Sepulveda Blvd., Los Angeles, California 90045.

Program Title:
Smoking Cessation Clinics.
For additional information about the American Cancer Society FreshStart program see Part 1.

Contact:
Education Department (213)390-8766.

Description:
Based on the FreshStart program, the four-session, 4-hour clinic focuses on behavior modification and identification of obstacles to overcome in quitting smoking. Included in the program are tips on quitting smoking, weight control, stress management, and assertiveness training.

031. AMERICAN CANCER SOCIETY, BUTTE–GLENN–TEHAMA UNIT, 114 West Seventh Avenue, Chico, California 95926.

Program Title:
FreshStart.
For additional information about the American Cancer Society FreshStart program see Part 1.

Contact:
Phyllis Bond, Executive Director (916)342-4567, (916)342-8365.

Description:
The standard American Cancer Society program is conducted in four sessions at locations throughout the area.

032. AMERICAN CANCER SOCIETY, INLAND EMPIRE UNIT, 2080 Chicago Avenue, Suite A-17, Riverside, California 92507.

Program Title:
FreshStart Stop Smoking Program.
For additional information about the American Cancer Society FreshStart program see Part 1.

Contact:
Cathy Perry, Education Director (714)683-6415.

Description:
The program consists of four 1-hour group sessions held twice a week for 2 weeks.

033. AMERICAN CANCER SOCIETY, TULARE COUNTY UNIT, 208 West Main, Suite A-1, Visalia, California 93291.

Program Title:
FreshStart.
For additional information about the American Cancer Society FreshStart program see part 1.

Contact:
Esther Greenberg, Executive Director (209)734-1391.

Description:
This program is designed to help participants stop smoking by providing them with essential information and strategies needed to direct their efforts.

034. AMERICAN CANCER SOCIETY, MERCED–MARIPOSA DIVISION, P.O. Box 801, Merced, California 95341.

Program Title:
FreshStart.

Contact:
Mary C. Hough, Executive Director (209)722-3341.

Description:
The American Cancer Society's FreshStart program is designed to help participants stop smoking by providing them with all of the essential information and strategies needed to direct their own efforts at stopping. The program focuses on an active pragmatic approach to quitting smoking. Participants are encouraged to apply what they learn in FreshStart to other aspects of their lives. The FreshStart program consists of four 1-hour group sessions twice weekly for a 2-week period. Studies have demonstrated that a program of this length will yield as many successful ex-smokers (assessed on a long-term basis) as will a longer program stretched out over many weeks. FreshStart contains all of the elements that have been found to be meaningful in helping smokers to stop and stay off cigarettes; the program addresses the behaviors, thoughts, and feelings of the smokers. The program makes use of group interaction to encourage and support change, but it does not foster dependency on the group among the participants. Although FreshStart is designed as a program of four 1-hour sessions, there is flexibility. There is the option to hold longer meetings (e.g., 1 1/2 hours), to show films or to provide more time for group discussion. Each group session includes four phases: (1) Individual Attention, (2) Strategies and Information, (3) Review and Discussion, and (4) Assignments. About 15 to 20 minutes of each session is spent on each of the first three phases, with a maximum of 5 minutes spent on the final phase.

035. AMERICAN HEART ASSOCIATION, GOLDEN EMPIRE CHAPTER, P.O. Box 160126, 1727 30th Street, Sacramento, California 95816.

Program Title:
Public and Community Education.

Contact:
Dian Kiser, Director of Programs (916)454-0701.

Description:
Speakers are available for organizational and business presentations on the importance of smoking as a heart disease risk factor. American Heart Association literature covers the dangers of smoking. Films, posters, and other educational materials are available upon request. Former smokers are available as resource persons for those interested in quitting smoking.

036. AMERICAN HEART ASSOCIATION, RIVERSIDE COUNTY CHAPTER, 4175 Brockton Avenue, P.O. Box 328, Riverside, California 92502.

Program Title:
Public Information Program.

Contact:
Claire Norton (714)684-6444.

Description:
This organization includes smoking cessation and antismoking materials in their public education activities.

037. AMERICAN HEART ASSOCIATION, SANTA CLARA COUNTY CHAPTER, 3003 Moorpark Avenue, San Jose, California 95128.

Program Title:
Information and Referral Service on Smoking.

Contact:
Barbara Young, Director (408)247-8555.

Description:
This program seeks to create awareness of the hazards of smoking in relation to heart disease and stroke by maintaining a public information and education service. Pamphlets developed by the American Heart Association, audiovisual materials available for loan, media presentations, posters, and other educational materials are available on request. Much of the material is geared to the teenage population. An attempt is made not only to increase the quantity of such material that is in circulation, but also to increase the quality of the material. Legislation aimed at improving the health of the community in relation to smoking is given support. Cooperative efforts are launched with other agencies conducting smoking programs (such as the American Cancer Society's Great American Smokeout).

038. AMERICAN HEART ASSOCIATION, SAN FRANCISCO CHAPTER, 421 Powell Street, San Francisco, California 94102.

Program Title:
Public and Patient Education.

Contacts:
Linda Bine, Jarvis P. Green (415)433-2273.

Description:
Although this organization does not conduct a smoking cessation program, the importance of smoking as a risk factor is included in all of their public and patient education efforts. Pamphlets prepared by the American Heart Association are distributed. Films and speakers that deal with the hazards of smoking are available.

039. AMERICAN HEART ASSOCIATION, SAN BERNARDINO COUNTY CHAPTER, 575 Birch Court, Suite E, Colton, California 92324. SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH

Program Title:
Save a Sweet Heart Program.

Contact:
Elizabeth A. Buser (714)824-6016.

Description:
This chapter and the Department of Public Health are working together to implement SASH, which is designed to prevent and reduce smoking among teenagers in high school. It consists of a smoking intervention activity conducted in schools, beginning in January and culminating on Valentine's Day. The program associates nonsmoking with images attractive to teens through a series of posters promoting nonsmoking. There is also a series of public address announcements designed to increase awareness of the project. The major project activity involves student smokers signing pledge cards not to smoke on Valentine's Day and nonsmokers pledging not to start smoking for at least 2 years. The SASH program depends on school administration support and active student involvement and commitment. Materials for the project can be ordered through the local chapter office.

040. AMERICAN LUNG ASSOCIATION OF ALAMEDA COUNTY, 295 27th Street, Oakland, California 94612.

Program Title:
Biofeedback as a Smoking Education Technique.

Contact:
Peggy Sugars (415)893-5474.

Description:
The American Lung Association of Alameda County has developed an antismoking program for students aged 12 to 18. Using the concepts of self-instruction, peer influence, and biofeedback, the physiological effects of cigarette smoking are demonstrated. After witnessing these effects, the organizers hope that the students will choose not to smoke. The program is conducted for 60 minutes each day for 5 days. The biofeedback machines used are an Ecolyzer (carbon monoxide analyzer), a cardiotachometer, a tremor tester, and a digital thermometer. After receiving parental permission, one student in each team smokes a cigarette, and the other acts as a control. Both students are tested with the biofeedback equipment. The control is tested twice. On the last day of the program, the teacher explains the results and discusses the reasons why people smoke.

041. AMERICAN LUNG ASSOCIATION OF ALAMEDA COUNTY, 295 27th Street, Oakland, California 94612.

Program Title:
Smoking and Pregnancy.
For additional information about the American Lung Association Smoking and Pregnancy program see Part 1.

Contact:
Kris Hammar-Vered (415)893-5474.

Description:
The Smoking and Pregnancy program is designed to encourage and assist pregnant smokers in quitting smoking during pregnancy and to assist health care providers in counseling their pregnant patients/clients about the health effects of smoking during pregnancy and about the resources available for quitting. The program utilizes training workshops to help health care providers learn how to counsel their pregnant patients who smoke, as well as a large scale educational campaign directed at pregnant smokers, particularly low-income women.

042. AMERICAN LUNG ASSOCIATION OF ALAMEDA COUNTY, 295 27th Street, Oakland, California 94612.

Program Title:
Smoking Cessation Groups.

Contact:
Peggy Sugars (415)893-5474.

Description:
These groups provide a supportive atmosphere to persons interested in quitting smoking. They are based on behavior modification principles, and include discussion, films, and written exercises. The cost of the program is $35.

043. AMERICAN LUNG ASSOCIATION OF CALIFORNIA, 424 Pendleton Way, Oakland, California 94621.

Program Title:
Non-Smoking Sections in Restaurants, Hotels, and Motels.

Contact:
Sylvia Scarborough, Executive Director (415)638-5864.

Description:
The headquarters of major restaurants, hotels, and motels are being contacted in a statewide effort to get restaurants to provide no-smoking sections and hotels/motels to provide no-smoking rooms. Those organizations that voluntarily comply with this request receive free no-smoking signs and a plaque of recognition.

044. AMERICAN LUNG ASSOCIATION OF CONTRA COSTA–SOLANO, 105 Astrid Drive, Pleasant Hill, California 94523-4303.

Program Title:
Smoking Prevention, Grades 6 to 8.

Contact:
Linda Norgaard (415)935-0472.

Description:
This program consists of a 1-hour presentation using a variety of visual aids and fun activities to help young people understand the following concepts: (1) the fun and importance of a healthy body, with special reference to the respiratory system, (2) the deleterious effects of using harmful substances such as tobacco (inhaling and chewing) and marijuana, plus any other substances the children ask about, (3) alternatives to reasons why young people start using harmful substances, (problem solving, Feeling Good, Looking "Cool"), and (4) understanding peer pressure and ways to say no. Training is available for parents or teachers.

045. AMERICAN LUNG ASSOCIATION OF LOS ANGELES COUNTY, 5858 Wilshire Blvd., Los Angeles, California 90036.

Program Title:
Interagency Smoking Cessation Program with Pregnant Women in the WIC Nutrition Centers.

Contact:
Rob Simmons, Program Coordinator (213)935-LUNG.

Description:
A pilot smoking cessation program with low-income pregnant women will be tested in late 1985 in affiliation with the Women, Infants, and Children (WIC) Nutrition sites in Los Angeles. The objectives are to increase smoking quit rates of these women and to decrease recidivism rates after pregnancy for those who quit because of the pregnancy. Women will receive the program when enrolled in WIC until 3 months after pregnancy. WIC sites will be pair-matched and then randomly assigned to experimental or control groups. The staff at the experimental sites will be trained to conduct short counseling interviews with the eligible pregnant women each month at the WIC center. In addition, voluntary health agency personnel will be trained to conduct monthly phone calls for support and encouragement. The protocol and materials will be taken from existing resources from health organizations and adapted to the WIC population. New materials will be developed by a local art college. The pilot program will last until the end of 1986. A report and materials are expected to be available by mid-1987.

046. AMERICAN LUNG ASSOCIATION OF ORANGE COUNTY, 1717 North Broadway, Santa Ana, California 92706.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see part 1.

Contact:
Debbie Mahood, Smoking Education Director (714)835-LUNG.

Description:
Selected high school students are trained to present a 60-minute introductory lesson on smoking to fifth graders utilizing audiovisual materials including films, models, posters, smoking lungs, balloons, samples of tobacco products, and educational pamphlets. A "Learning Center Guide" is also available to be used by the fifth-grade classroom teacher to reinforce the concepts presented in the Peer Smoking Program. Objectives of the program are to provide nonsmoking high school students with experience in classroom teaching and community service work, to reinforce their decision not to smoke, and to provide an opportunity for fifth graders to explore their own attitudes and decisions about smoking. Increases of cognitive knowledge among the younger students are measured with pretests and posttests.

047. AMERICAN LUNG ASSOCIATION OF RIVERSIDE COUNTY, COACHELLA VALLEY BRANCH, P.O. Box 5019, Rancho Mirage, California 92270.

Program Title:
Freedom From Smoking in Twenty Days.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Lois Mall (619)323-0344.

Description:
This program is available continuously throughout the year. A booklet is distributed containing a self-help program that guides the smoker through steps to quit smoking in 20 days. A followup booklet is also distributed entitled "A Lifetime of Freedom From Smoking," which guides the ex-smoker through a maintenance program providing tips on developing a nonsmoking habit. Films and slides are available for use in schools, clubs, or other groups.

048. AMERICAN LUNG ASSOCIATION OF RIVERSIDE COUNTY, COACHELLA VALLEY BRANCH, P.O. Box 5019, Rancho Mirage, California 92270.

Program Title:
Hypnosis, Non-Smoking, and Weight Control.

Contact:
Lois Mall (619)323-0344.

Description:
Group therapy nonsmoking and weight control hypnosis clinics are held approximately four times each year. Participants receive four hypnotic inductions during a 2-hour session, and receive cassette tapes and literature for home reinforcement. Usually only one session is necessary.

049. AMERICAN LUNG ASSOCIATION OF SAN BERNARDINO, INYO, AND MONO COUNTIES, 371 West 14th Street, San Bernardino, California 92405.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Joe Perez (714)884-5864 or 884-3310.

Description:
This organization offers its 7-week (eight meetings) quit-smoking program to both the general public and business and industry. The program is conducted over a 2-month period and meetings are held once per week. It is a behavior modification program and can also be administered as a "take home" version. Information on all aspects of cigarette smoking, marijuana smoking, clove cigarettes, and pipe and cigar smoking is also available.

050. AMERICAN LUNG ASSOCIATION OF SACRAMENTO-EMIGRANT TRAILS, 909 12th Street, Sacramento, California 95814.

Program Title:
Preventive Health Committee.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Lynn Robie (916)444-5864.

Description:
A continuing publicity campaign advertising the American Lung Association Freedom From Smoking self-help manuals is conducted by this organization. The purpose is to eliminate tobacco as a health hazard and support the efforts of those who wish to stop smoking. For those smokers who have trouble following the self-help material, a two-session smoking cessation clinic is available. These clinics utilize the same material provided in the self-help package, but also add films and filmstrips. Another portion of this program has targeted several industries in which to train occupational nurses to promote smoking cessation clinics in the workplace.

051. AMERICAN LUNG ASSOCIATION OF SAN DIEGO AND IMPERIAL COUNTIES, 3861 Front Street, San Diego, California 92103.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Debbie Kelley (714)297-3901.

Description:
The two self-help manuals developed by the American Lung Association are distributed through industries and medical institutions, and in response to personal requests. An evaluation of those who receive their manuals via industry or medical facilities will be conducted to determine whether this distribution mechanism has any impact on cessation rates.

052. AMERICAN LUNG ASSOCIATION OF SAN FRANCISCO, 833 Market Street, San Francisco, California 94103.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Christopher J. Rubino (415)543-4410.

Description:
The self-help material developed by the American Lung Association is presented during meetings and promoted through the media. Slides and tapes supplement the information contained in the manuals. The manuals are available on request; followup telephone calls give added reinforcement. Periodic group meetings are scheduled as requested.

053. AMERICAN LUNG ASSOCIATION OF SUPERIOR CALIFORNIA, 2720 Cohasset Road, Chico, California 95926.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Kenneth R. Lake, Executive Director (916)345-5864.

Description:
Using the two self-help manuals developed by the American Lung Association as a guide, this local chapter conducts a seven-session cessation clinic to help members of the community stop smoking. Participants learn about the health effects of smoking, practice relaxation techniques, establish a definite day on which to quit, and use the group for support. Small group discussions are conducted, which are aimed at helping the participants remain nonsmokers.

Reasons why some of the participants have been unable to refrain from smoking are explored. Periodic telephone calls and letters provide followup.

054. AMERICAN LUNG ASSOCIATION OF SACRAMENTO–EMIGRANT TRAILS, 909 12th Street, Sacramento, California 95814.

Program Title:
Stop Smoking Program.

Contact:
Lynn Robie (916)444-5864.

Description:
These programs for smokers who want to quit include the self-help manual "Freedom From Smoking," monthly stop-smoking clinics, training for clinic leaders for workplace programs, special help for pregnant smokers, free no-smoking signs and posters, and antismoking films and brochures.

055. AMERICAN LUNG ASSOCIATION OF SAN DIEGO AND IMPERIAL COUNTIES, 3861 Front Street, P.O. Box 3879, San Diego, California 92103.

Program Title:
Freedom From Smoking at Work.

Contact:
Debbie Kelley (619)297-3901.

Description:
Unlike most workplace no-smoking programs that rely primarily on cessation clinics this program offers a comprehensive, integrated solution to the problem of smoking at the workplace. It consists of four major components–management consultation, employee education/awareness, smoking cessation, and policy development–the specifics of which are tailored to the needs of each company. All employees, smokers and nonsmokers alike, participate in various aspects of the program to ensure that full advantage is taken of the built-in social support system available at the workplace.

056. AMERICAN LUNG ASSOCIATION OF SAN DIEGO AND IMPERIAL COUNTIES, 3861 Front Street, P.O. Box 3879, San Diego, California 92103.

Program Title:
Personal Health Decisions.

Contact:
Debbie Kelley (619)297-3901.

Description:
Developed in cooperation with the local Boy Scouts organization, this program provides participants with the knowledge, experiences, and skills they need to make sound decisions concerning the use of tobacco, alcohol, and drugs. Decisionmaking skills, techniques for resisting peer pressure, and communication skills are emphasized rather than long-term health effects. Activities include learning the facts about smoking; interviewing nonsmoking teens about how they handle peer pressure; making a personal, written commitment not to smoke or determining how other adults feel about their decision to smoke or not to smoke; communicating important information to fellow Scouts via a skit or biofeedback display; and involving classmates in a school activity. A merit patch is awarded to Scouts who complete all requirements.

057. AMERICAN LUNG ASSOCIATION OF SANTA CLARA AND SAN BENITO COUNTIES, 1469 Park Avenue, San Jose, California 95126.

Program Title:
Ash Kickers Club.

Contact:
Margaret W. Leathers, Director of Programs (408)998-5864.

Description:
Ex-smokers meet monthly to enjoy social activities, discussion, or speakers on relevant topics–all in a support group atmosphere. Members are also given the opportunity to help others to stop smoking or remain abstinent. They do not necessarily need to have quit through the ALA Freedom From Smoking course, but most of the members have.

058. AMERICAN LUNG ASSOCIATION OF SANTA CLARA AND SAN BENITO COUNTIES, 1469 Park Avenue, San Jose, California 95126.

Program Title:
CLASP–Counseling Leadership Against Smoking Pressures.

Contact:
Margaret W. Leathers, Director of Programs (408)998-LUNG.

Description:
This community-based project centers on young people and its focus is to prevent the onset of regular tobacco use in early adolescence by teaching techniques to recognize and resist the pressure to smoke. The program's protocol has been created and written with substantial input from junior and senior high school students. As a result, the intervention deals directly with the type of situations that youth have to face, and does so in their own language. Using the concept of the adolescent peer group and social modeling theory, the program employs a team of four to six high school students who visit each seventh grade classroom for one semester. Through the semester, a total of four (1-day) sessions are presented; the first three at biweekly intervals and the fourth session 2 to 3 weeks after the third session. In order to formally evaluate the effectiveness of CLASP, two control schools were used. The seventh graders were surveyed in September, December, and June in all of the schools, and a carbon monoxide breath test was administered to 50 percent of the students to increase the reliability of the self-report measure. At the test school, the question Have you smoked in the past month? yielded 4 percent responding yes in September, reaching 10.9 percent in June. The controlled schools (without CLASP) began with 4.6 percent and 10.4 percent responding yes in September, increasing to 19.2 percent and 17.6 percent, respectively, responding yes in June. As students help students, they all learn to recognize the responsibility for their own personal health. CLASP is a school-based program that helps young people make their own decisions about cigarette smoking.

059. AMERICAN LUNG ASSOCIATION OF SANTA CLARA AND SAN BENITO COUNTIES, 1469 Park Avenue, San Jose, California 95126.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Margaret W. Leathers, Director of Programs (408)998-LUNG.

Description:
A trained facilitator leads the eight session, 7-week course of small group workshops. Usually 10 to 15 persons attend at one time and rely heavily on the group process and emotional and social support. Participants work with members to learn skills and strategies to enable them to quit smoking. Topics include relaxation techniques, how to quit smoking and not gain weight, maintenance, and more. Corporations are encouraged to allow group smoking cessation clinics at their worksites for employees (which include a free introductory session). A minimal fee is charged to all participants in order to cover material costs and facilitators' salaries.

060. AMERICAN LUNG ASSOCIATION OF SANTA CLARA AND SAN BENITO COUNTIES, 277 West Hedding Street, San Jose, California 95110.

Program Title:
Free Line.

Contact:
Margaret W. Leathers, Program Director (408)998-LUNG.

Description:
The Free Line is a hotline for people who wish to quit smoking. Callers speak to volunteers who are ex-smokers with inspirational and informative messages. Other resource staff and a psychologist are also on call.

061. AMERICAN LUNG ASSOCIATION OF SANTA CLARA AND SAN BENITO COUNTIES, 1469 Park Avenue, San Jose, California 95126.

Program Title:
Smoking and Pregnancy.
For additional information about the American Lung Association Smoking and Pregnancy program see Part 1.

Contact:
Margaret W. Leathers, Director of Programs (408)998-LUNG.

Description:
This program addresses the smoking and pregnancy problem by educating medical personnel. Health educators speak to pregnancy counseling groups, health clinic staff members, OB-GYN departments within hospitals, etc., to identify the major hazards of smoking during pregnancy and give tips on how to best counsel pregnant women. Complimentary provider kits including a flip chart and poster are provided to requestors. A slide-tape show is also available for use in waiting rooms. Kits for the pregnant woman are distributed free of charge upon request.

062. AMERICAN LUNG ASSOCIATION OF SACRAMENTO-EMIGRANT TRAILS, 909 12th Street, Sacramento, California 95814.

Program Title:
Freedom From Smoking Clinics.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Lynn Robie (916)444-5864.

Description:
The Freedom From Smoking Clinics have been nationally tested. Test results showed the most successful format to be seven sessions conducted over a 7-week period. Smokers quit at the third session; the last four sessions emphasize maintenance of a new nonsmoking lifestyle. For people who want the support of a group, the clinics have special appeal.

063. AMERICAN LUNG ASSOCIATION OF SACRAMENTO-EMIGRANT TRAILS, 909 12th Street, Sacramento, California 95814.

Program Title:
Freedom From Smoking Self-Help Manuals.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Lynn Robie (916)444-5864.

Description:
The Freedom From Smoking Self-Help Manuals are designed as a step-by-step program of self-monitoring and behavior modification exercises. The first manual helps smokers learn precisely why they smoke, what elements determine their personal smoking pattern, and what action can be taken to break that pattern. The second manual offers a series of suggestions for coping with tension and the feelings and social situations that prompted the former smoker to light up a cigarette. This manual offers continued support until nonsmoking becomes an affirmative way of life.

064. AMERICAN LUNG ASSOCIATION OF SACRAMENTO-EMIGRANT TRAILS, 909 12th Street, Sacramento, California 95814.

Program Title:
Smoking and Pregnancy.
For additional information about the American Lung Association Smoking and Pregnancy program see Part 1.

Contact:
Lynn Robie (916)444-5864.

Description:
The Smoking and Pregnancy program is a multimedia program designed to assist nurses, doctors, and other health care providers in warning their pregnant patients about the effects of smoking on their unborn children.

065. AMERICAN LUNG ASSOCIATION OF SANTA BARBARA COUNTY, 1510 San Andres Street, Santa Barbara, California 93101.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Debbie Crandall (805)963-1426.

Description:
This 7-week highly structured program, based on the premise that smoking is a learned behavior, focuses on behavior change and provides healthy, new alternatives.

066. AMERICAN LUNG ASSOCIATION OF SANTA BARBARA COUNTY, 1510 San Andrews Street, Santa Barbara, California 93101.

Program Title:
Elementary School Lung Education, Smoking Prevention Classes.

Contact:
Debbie Crandall (805)963-1426.

Description:
This program is held Monday through Friday for approximately 45 minutes each day. It is taught by a representative from the American Lung Association, a teacher, and a nurse. A pretest is given on the first day and an overview of the physiology of the lungs using the "How the Lungs Work" poster follows. A film "Breathing Easy," which explains how the human system works is shown on the second day. Students are asked to bring magazine ads in on Wednesday. A discussion is held on the economy of smoking cigarettes on a national and personal level. Facts versus propaganda in advertising is also discussed. Students are taught how to say no in any situation that makes them feel uncomfortable. Thursday, the physiology of the lungs and the breathing process is reviewed. The film "Smoking, It's Your Choice" is shown. Students bring home a "My Opinion" sheet and interview parents. On the last day, a posttest is given and the "My Opinion" sheets are reviewed. Handouts include "No Smoking" buttons, "As You Live You Breathe," a no-smoking childrens' magazine, "No Smoking" and "Lungs at Work" signs, and the "No Smoking Coloring Activities Book."

067. AMERICAN LUNG ASSOCIATION OF THE REDWOOD EMPIRE, P.O. Box 1482, Santa Rosa, California 95402.

Program Title:
Anti-Smoking School Health Education Program.

Contact:
Paula Cumming (707)527-5864.

Description:
The objective of this program is to present enough evidence and information to students to deter the habit of smoking either cigarettes or marijuana and chewing tobacco. Audiovisual aids and educational materials are made available to all interested faculty members so they may teach information on lung health and the hazards of smoking to their students. In grades kindergarten through three, general health awareness concepts are developed by the use of a film, puppet script, and teaching guide. In grades four through six, focus is placed on the physiology of the respiratory system plus both immediate and long-term health effects of smoking. Class activities address the subject of peer pressure and advertising pressure to smoke. Grades seven and eight receive instruction similar to grades four through six, with the additional help from the peer teaching program called Adolescent Smoke Prevention. High school students are invited to participate by creating their own unique presentation on the subject of cigarettes, marijuana, and chewing tobacco. In turn, they deliver these presentations to neighboring middle or junior high schools. Many high schools involved have chosen to highlight the "Marijuana: A Second Look" news magazine. This news magazine focuses on issues such as decisions about drug use 9-, 10-, and 11-year-olds will likely have to face in junior and senior high school; more about the latest scientific research on the health effects of marijuana concerning the brain and reproduction system; and ways in which parents can help create a drug-free community for their children plus how to maintain good communication with their children as they enter their teenage years.

068. AMERICAN LUNG ASSOCIATION OF THE REDWOOD EMPIRE, P.O. Box 1482, Santa Rosa, California 95402.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Joseph C. Calamusa, Executive Director (707)527-5864 or (1-800)556-6650.

Description:
This program concentrates on presentation of the Freedom From Smoking program to employee groups who have expressed an interest in quitting smoking. A film depicting the hazards of smoking, "Is It Worth Your Life?," is presented. Lung function tests are done to establish baseline lung capacity; tests are repeated at 6 months and 1 year followup to determine whether lung capacity is improved by quitting smoking. Cessation success is measured at 20 days, 6 months, and 1 year.

069. BOYS AND GIRLS CLUB OF CAMARILLO, 1500 Temple Avenue, P.O. Box 231, Camarillo, California 93010.

Program Title:
Doggone Excuses People Make.

Contact:
Shigeru Yabu, Executive Director (805)482-8113 or 482-0047.

Description:
The Boys and Girls Club of Camarillo issued more than 200 copies of "Dog Gone Excuses People Make." The club conducts several antismoking experiments each year.

070. BUTTE COUNTY HEALTH DEPARTMENT, 2430 Bird Street, Oroville, California 95965.

Program Title:
Stop Smoking Program; Leadership Training.
For additional information about the American Cancer Society Programs see Part 1.

Contact:
Gina Ellena (916)534-4596.

Description:
This program uses a modification of the American Cancer Society group cessation model. Motivation and tips for quitting are provided. American Cancer Society materials

and films are utilized. Prospective leaders are given 2 hours of orientation and share leadership of cessation programs.

071. BUTTE COUNTY HEALTH DEPARTMENT, 695 Oleander Avenue, Chico, California 95926.

Program Title:
Inter-agency Council on Smoking.

Contact:
Nino Colarco (916)891-2744.

Description:
The local units of the Health Department, American Cancer Society, American Lung Association, and others interested in antismoking programs will meet and plan a 12-month program to coordinate and emphasize local antismoking education and services.

072. CASTLE AIR FORCE BASE HOSPITAL, MERCED COUNTY, CAFB, California 95342.

Program Title:
FreshStart.
For additional information about the American Cancer Society FreshStart program see Part 1.

Contact:
Mark Johnson, Family Practice (209)384-4129.

Description:
The American Cancer Society's FreshStart program is designed to help participants stop smoking by providing them with all of the essential information and strategies needed to direct their own efforts at stopping. The program focuses on an active pragmatic approach to quitting smoking. Participants are encouraged to apply what they learn in FreshStart to other aspects of their lives. The FreshStart program consists of four 1-hour group sessions to take place twice weekly for a 2-week period. Studies have demonstrated that a program of this length will yield as many successful ex-smokers (assessed on a long-term basis) as will a longer program stretched out over many weeks. FreshStart contains all of the elements that have been found to be meaningful in helping smokers to stop and stay off cigarettes; the program addresses the behaviors, thoughts and feelings of the smokers. The program does not contain nonessential elements. Finally, the program makes use of group interaction to encourage and support change, but it does not foster dependency on the group among the participants. Although FreshStart is designed as a program of four 1-hour sessions, there is flexibility. Longer meetings (e.g., 1 1/2 hours) can be held to show films or to provide more time for group discussion. The core curriculum of FreshStart should always be presented, however. Each group session includes four phases: (1) Individual Attention, (2) Strategies and Information, (3) Review and Discussion, and (4) Assignments. About 15 to 20 minutes of each session should be spent on each of the first three phases, with a maximum of 5 minutes spent on the final phase.

073. CEDARS-SINAI MEDICAL CENTER, 8700 Beverly Blvd., Los Angeles, California 90048.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see part 1.

Contact:
Donna DiCola Stewart, Patient Education Coordinator (213)855-5177.

Description:
Freedom From Smoking is a seven-session program designed by the American Lung Association to help smokers quit for good. Session One, "On the Road to Freedom," sets the scene by helping the smoker understand his habit and reviews the health effects of smoking. Session Two, "Wanting to Quit," begins with small groups and the buddy system, explains triggers and coping skills, sets a plan for action, and distributes a "Why Do You Smoke" test. The third session is quit night. The decision to quit is reconfirmed and a panel of ex-smokers relay information on help and support, contracts and rewards, and how a smoker can learn to assert himself. Session Four, "Winning Strategies," reviews benefits of quitting and withdrawal symptoms and teaches relaxation skills. Session Five, "The New You," explores lifestyle changes, exercise and weight control, and handling social situations. More relaxation and exercise techniques plus coping strategies are covered in Session Six, "Staying Off." Session Seven, "Let's Celebrate," covers lifestyle changes, new self-image, program evaluation, and graduation.

074. CEDARS-SINAI MEDICAL CENTER, Box 48750, Los Angeles, California 90048. AMERICAN LUNG ASSOCIATION,

Program Title:
Freedom From Smoking.

Contact:
Gloria Croke (213)855-6145.

Description:
Employees of the Medical Center and members of the general public can attend this free six-session smoking cessation clinic. The program uses films and written materials from the American Cancer Society. In addition to the clinic, two smoking cessation films are broadcast to interested inpatients via the Center's closed circuit television system.

075. CLOVIS COMMUNITY HOSPITAL, 667 East Home Avenue, Fresno, California 93728.

Program Title:
Smoke Brake.

Contact:
Michael T. Beals (209)298-8041 ext. 247.

Description:
Smoke Brake is a 6-week, totally positive, cognitive behavioral modification program based on the following concepts and techniques: behavioral identification; value determination; addiction, dependency, and withdrawal; positive choice and the dynamics of change; education; quitting and coping techniques; weight, diet, and exercise; and reward and support systems. Smoke Brake utilizes eight workshops based on group participation, support, and positive feedback, and deals in a timely manner with the psychological aspects of drug addiction, personal needs, and abstinence.

076. COALITION OPPOSING SMOKING AND TOBACCO (COST), BUTTE COUNTY HEALTH DEPARTMENT, 695 Oleander Avenue, Chico, California 95926.

Program Title:
Coalition.

Contact:
Melinda Snow, Health Education Assistant (916)891-2744.

Description:
The coalition is comprised of representatives from the local health department, American Cancer Society, American Lung Association, American Heart Association, health instructors from local junior high schools, high school and college students, and the dental society. COST meets to discuss local smoking and tobacco issues such as city/county no-smoking ordinances, curriculum development for schools, coordination of stop-smoking programs, worksite policies, and nonsmokers rights.

077. COLFAX SEVENTH-DAY ADVENTIST CHURCH, P.O. Box 333, Colfax, California 95713.

Program Title:
Five Day Plan to Stop Smoking.

Contact:
Joyce Gray, Personal Ministries Leader (916)346-8844.

Description:
The program provides physical help through doctors' lectures and consultation, emotional help by using buddy system support, and spiritual help through pastoral consultation and encouragement. The 5-day plan uses all three sources of help for those who have made up their minds to quit smoking. The combination of will power, buddy power, and spiritual power has proved successful.

078. CONTRA COSTA COUNTY HEALTH SERVICES DEPARTMENT, 1111 Ward Street, Martinez, California 94553.

Program Title:
We're Not Buying It.

Contact:
Larry Cohen (415)372-2511.

Description:
We're Not Buying It is an audio slide show developed by the Prevention Program and produced by Public Focus in conjunction with an American Cancer Society grant. It features teens talking about smoking, how they started, and how they stopped. The slide show intercuts visual ads, slogans, music, and interviews to present a powerful message about the contradictions between media promotion of smoking and the actual health hazards. It is available for public use to groups, and can be received in the mail by calling or writing the Prevention Program. The program is available in both English and Spanish.

079. DANIEL FREEMAN MEMORIAL HOSPITAL, CENTER FOR HEART AND HEALTH, 301 North Prairie Avenue, No. 211, Inglewood, California 90301.

Program Title:
The Smokeless System.

Contact:
Ellen Sadofsky (213)671-7762.

Description:
The Smokeless System is a multidimensional approach to smoking cessation. It includes behavioral, psychological, physiological, and educational techniques. The program consists of a 1-hour introduction, four 1 1/2 hour skill development sessions, and two to three maintenance sessions. This program provides excellent participant materials and has a high 1-year success rate.

080. KAISER PERMANENTE MEDICAL CENTER, 27400 Hesperian Blvd., Hayward, California 94545.

Program Title:
Tertiary Intervention Stop Smoking Program.

Contact:
Melinda Ginns, Program Director (415)784-5172.

Description:
The Departments of Psychiatry and Medicine jointly offer an intensive treatment program to assist patients in stopping smoking. Treatment is oriented to patients who have smoking-related diseases, histories of psychiatric disorders or substance dependencies, or successive failures at trying to stop smoking in the past. Meetings are held three times per week for 1 month. Treatment focuses on the special needs of patients with smoking-related diseases and longstanding smoking habits. Treatment emphasizes the emotional, physical, and behavioral aspects of smoking addiction and ways to prevent relapse. Nicorette gum is available to those patients who qualify. All patients are evaluated medically and psychiatrically before participation in the program.

081. KAISER PERMANENTE, 4900 Sunset Blvd., Los Angeles, California 90027.

Program Title:
Stop Smoking Program.

Contact:
Susan Hook, Smoking Therapist (213)667-6867.

Description:
The Stop Smoking Program lasts 8 weeks and combines behavioral techniques and total abstinence to achieve the goal of cessation. Group activity is positive and no aversive techniques are used. Evaluations are done after 6 months, 1 year, and 18 months. This program is one component of a multifaceted project entitled Behavioral Health Service.

082. LOMA LINDA COMMUNITY HOSPITAL, 25333 Barton Road, Loma Linda, California 92354.

Program Title:
Stop Smoking Clinic.

Contact:
Herman H. Harp (714)796-0167.

Description:
This smoking cessation program employs a positive motivational approach to help participants stop smoking "cold turkey." Clinics are held monthly, for five consecutive evenings. Willpower is developed, and group therapy is employed. After the physical addiction has been addressed, the psychological addiction is handled. Peer support helps

to create an atmosphere for quitting. The program utilizes films, posters, charts, and other motivational devices.

083. LOMA LINDA UNIVERSITY, DEPARTMENT OF HEALTH EDUCATION PROMOTION, Anderson Street, Loma Linda, California 92350.

Program Title:
Counseling Leadership About Smoking Pressures (CLASP).

Contact:
Joyce W. Hopp (714)796-7311 ext. 3741.

Description:
Using social learning theory, CLASP relies on high school students to act as teacher/role models for seventh graders. Tenth grade students are used as peer educators to teach about the hazards of smoking cigarettes and give a variety of presentations dealing with the pressures surrounding choosing whether or not to smoke. In turn, seventh graders discuss these problems and put on skits about how to resist various types of pressures to begin smoking. The tactics of media advertising are also covered. A slide and tape show, films, buttons, and magazines are utilized to make the program informative and interesting. Pre- and posttests are conducted on students in the experimental and control schools to measure changes in the students' attitudes, behaviors, and concepts on smoking.

084. LONG BEACH LUNG ASSOCIATION, 1002 Pacific Avenue, Long Beach, California 90813.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Loren Roberts (213)436-9873.

Description:
The Freedom From Smoking self-help smoking cessation and maintenance manuals are available on request.

085. MARIN GENERAL HOSPITAL, 250 Bon-Air Road, Greenbrae, California 94904.

Program Title:
Smoke Stoppers.

Contact:
Robin McAdams, Director of Education (415)461-0100 ext. 5273.

Description:
Smoke Stoppers is a 3-week program. The three phases of the program are designed to prepare the smoker for cessation, help the smoker quit, and ensure that the new nonsmoker does not return to smoking. Participants are taught changes in attitude, behavior substitution, stress management, nutritional awareness, and weight control.

086. MEMORIAL HOSPITAL/MEDICAL CENTER, P.O. Box 942, Modesto, California 95353.

Program Title:
Smoke Stoppers.

Contact:
Chuck Cipponeri (209)526-4500 ext. 685.

Description:
Smoke Stoppers is a three-phase program. Phase I prepares the participant for quitting smoking. Phase II provides guidance, skills, and knowledge, and develops a negative association for smoking with the five senses, utilizing behavior modification techniques. In addition, information on nutrition, weight management, and stress management is presented with techniques applied during each session. Phase III serves to maintain the new nonsmoking behavior by providing group support and reinforcement of program materials, and serving as a basis for initiating other lifestyle changes. Six-month and one-year followup is provided.

087. MEMORIAL MEDICAL CENTER OF LONG BEACH, COMMUNITY HEALTH EDUCATION CENTER, 2652 Pasadena Avenue, Long Beach, California 90806.

Program Title:
Smoke Stoppers.

Contacts:
Lynn Pedmann or Sylvia Manheim (213)595-2313.

Description:
This smoking cessation program is professionally designed and has a high success rate. A free introductory session is followed after 5 days by four consecutive 1 1/2 hour sessions and four followup meetings once a week for 4 weeks.

088. MENDOCINO COUNTY PUBLIC HEALTH DEPARTMENT, 890 North Bush Street, Ukiah, California 95482.

Program Title:
Quit Smoking.

Contact:
Carol Azzaro, Substance Abuse Counselor (707)463-4461.

Description:
This ongoing program provides individual counseling for anyone who needs help to quit smoking. Handouts and literature from the American Lung Association and American Cancer Society are available.

089. MERCED COLLEGE, COMMUNITY SERVICES, 3600 M Street, Merced, California 95340.

Program Title:
FreshStart.
For additional information about the American Cancer Society FreshStart program see Part 1.

Contact:
Edie Nahas (209)384-2225.

Description:
The American Cancer Society's FreshStart program is designed to help participants stop smoking by providing them with all of the essential information and strategies needed to direct their own efforts at stopping. The program focuses on an active pragmatic approach to quitting smoking. Participants are encouraged to apply what they learn in FreshStart to other aspects of their lives. The FreshStart program consists of four 1-hour group sessions to take place twice weekly for a 2-week period. Studies have demonstrated that a program of this length will yield as many successful ex-smokers (assessed on a long-term basis) as

will a longer program stretched out over many weeks. FreshStart contains all of the elements that have been found to be meaningful in helping smokers to stop and stay off cigarettes; the program addresses the behaviors, thoughts, and feelings of the smokers. The program does not contain nonessential elements. Finally, the program makes use of group interaction to encourage and support change, but it does not foster dependency on the group among the participants. Although FreshStart is designed as a program of four 1-hour sessions, there is flexibility. Longer meetings (e.g., 1 1/2 hours) can be held to show films, or to provide more time for group discussion. The core curriculum of FreshStart should always be presented, however. Each group session includes four phases: (1) Individual Attention, (2) Strategies and Information, (3) Review and Discussion, and (4) Assignments. About 15 to 20 minutes of each session should be spent on each of the first three phases, with a maximum of 5 minutes spent on the final phase.

090. MERCY HOSPITAL HEALTH PROMOTION, 2740 M Street, Merced, California 95340.

Program Title:
FreshStart.
For additional information about the American Cancer Society FreshStart program see Part 1.

Contact:
Dorothy Bizzini (209)384-6528.

Description:
The American Cancer Society's FreshStart program is designed to help participants stop smoking by providing them with all of the essential information and strategies needed to direct their own efforts at stopping. The program focuses on an active pragmatic approach to quitting smoking. Participants are encouraged to apply what they learn in FreshStart to other aspects of their lives. The FreshStart program consists of four 1-hour group sessions to take place twice weekly for a 2-week period. Studies have demonstrated that a program of this length will yield as many successful ex-smokers (assessed on a long-term basis) as will a longer program stretched out over many weeks. FreshStart contains all of the elements that have been found to be meaningful in helping smokers to stop and stay off cigarettes; the program addresses the behaviors, thoughts, and feelings of the smokers. The program does not contain nonessential elements. Finally, the program makes use of group interaction to encourage and support change, but it does not foster dependency on the group among the participants. Although FreshStart is designed as a program of four 1-hour sessions, there is flexibility. Longer meetings (e.g., 1 1/2 hours) can be held to show films, or to provide more time for group discussion. The core curriculum of FreshStart should always be presented, however. Each group session includes four phases: (1) Individual Attention, (2) Strategies and Information, (3) Review and Discussion, and (4) Assignments. About 15 to 20 minutes of each session should be spent on each of the first three phases, with a maximum of 5 minutes spent on the final phase, Assignments.

091. MONTEREY COUNTY HEALTH DEPARTMENT, 1270 Natividad Road, Salinas, California 93906.

Program Title:
Quit Smoking Program.

Contact:
Linda McGlone (408)373-1667.

Description:
This program, designed by the Stanford Heart Disease Prevention Program, continues in its fifth year to help smokers quit and remain nonsmokers without gaining weight or experiencing undue stress. The course consists of eight 2-hour sessions.

092. OCCUPATIONAL HEALTH/PREVENTIVE MEDICINE DEPARTMENT NAVAL MEDICAL CLINIC, ENVIRONMENTAL HEALTH SERVICE (CODE JL), San Diego, California 92133.

Program Title:
Smoking Cessation Program.

Contact:
Carolyn Capello, Director Smoking Cessation Program (619)225-3506.

Description:
During this portion of the clinic, smokers learn if they really want to quit, and if so, how to do so. Each cessation program has between 15 and 25 participants. The program is available to all active duty Navy personnel, their dependents, retired Navy personnel, and Civil Service employees. A followup with every participant is conducted at 3-, 6-, 9-, and 12-month intervals.

093. PALO ALTO MEDICAL FOUNDATION, 385 Homer Avenue, Palo Alto, California 94301.

Program Title:
Stop Smoking Program.

Contact:
L. Kathleen Wright, Program Coordinator (415)321-4121 ext. 2792.

Description:
This small group program includes preparation for quitting by identifying individual smoking patterns and reasons for smoking; problem solving to recognize situations that trigger smoking and to develop alternative behaviors; smoke-holding, a mild aversion technique; learning to cope with negative feelings without the use of cigarettes; relaxation methods, such as deep breathing, imagery, and self-hypnosis; group discussion, which encourages the sharing of problems and promotes mutual support; and development of strategies for long-term maintenance. Nicorette gum may be used by participants with physician approval. The group is facilitated by a social worker and meets for 10 sessions over a period of 8 weeks. Evaluation includes participant feedback at the end of the program and telephone followup at 6 months and 1 year.

094. PASADENA LUNG ASSOCIATION, 111 North Hudson Avenue, Pasadena, California 91101.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Nettie Coleman (818)793-4148.

Description:
This organization distributes the Freedom From Smoking manuals on request, as well as circulars and a slide presentation for promotional purposes.

095. SAINT HELENA HOSPITAL AND HEALTH CENTER, Deer Park, California 94576.

Program Title:
Smoking Cessation Program.

Contact:
Nancy R. Jacobo (707)963-6360.

Description:
Fourteen of these 1-week residential cessation programs are conducted each year. Smokers are helped to quit smoking in a supportive environment through a comprehensive team approach. The aim of the program is to address the physiological and psychological addiction of the smoker to tobacco. Once the need is understood, an individualized plan is developed to assist the participant in developing and maintaining a feeling of well-being while kicking the habit. Medical tests are conducted to provide the smoker with an understanding of his or her present health. Permanent cessation strategies are discussed, as is weight control during cessation. Also offered are daily massage, physical fitness sessions, stress management counseling, and relaxation exercises. The lectures and the material are developed by the lecturers and therapists. One-year success rates are measured.

096. SAN BERNARDINO COUNTY DEPARTMENT OF PUBLIC HEALTH, 351 North Mountain View, San Bernardino, California 92415.

Program Title:
Smoking and Teenagers.

Contact:
Ronald Nakamura (714)383-1304.

Description:
This 50-minute classroom presentation is available on request from individual schools for 9th to 12th grade students. The information presented focuses on the following areas: common misconceptions concerning teenage smoking (eg. everybody smokes, easy habit to break); immediate consequences of smoking (eg. expense, aesthetics); long-term health consequences (eg. lung cancer, heart disease); and new trends (eg. clove cigarettes, smokeless tobacco).

097. SAN DIEGO COUNTY DEPARTMENT OF HEALTH SERVICES, 1700 Pacific Highway, San Diego, California 92101.

Program Title:
Anti-Smoking/Pro Health Billboard Design Competition.

Contact:
Richard C. Poole, Public Health Educator (619)236-2705.

Description:
Since billboard advertising is a major medium in cigarette advertising, the San Diego County Department of Health Services sponsored a competition for the best antismoking/pro-health billboard design, to be displayed on billboards throughout the county. The competition was open to anyone–professional or amateur–18 years of age and over. A total of 225 entries were submitted by 125 individual artists. The entries were judged in two stages, using the same criteria and numerical scoring sytem. Judges were professionals from various fields including public health, advertising/public relations, medicine, and graphic arts. The prize-winning designs were displayed (in English and Spanish) on 25 billboards throughout San Diego County. These exhibit entries will be distributed to schools and libraries, when requested. A poster contest for younger students will follow. These contests are held annually.

098. SAN DIEGO COUNTY DEPARTMENT OF HEALTH SERVICES, 1700 Pacific Highway, San Diego, California 92101.

Program Title:
Tobacco-Free Youth Project.

Contact:
Richard C. Poole, Public Health Educator (619)236-2705.

Description:
The San Diego County Department of Health Services has established an interagency council composed of representatives from the American Cancer Society, the American Heart Association, the American Lung Association, Kaiser-Permanente, and the University of California (San Diego) Cancer Center to develop an antismoking mass media campaign for youth (ages 8 to 21). The overall goal of the project is to prevent young people from starting smoking and using smokeless tobacco. In addition, the project will attempt to help young people quit smoking cigarettes and using smokeless tobacco. A major task of the project is to identify existing educational resources and to widely promote these under one "umbrella" theme, symbol, or slogan. The project will attempt to reach this age group by incorporating celebrities, products, and/or activities of special interest.

099. SANTA BARBARA HEALTH CARE SERVICES, DEPARTMENT OF HEALTH PROMOTION AND EDUCATION, 300 San Antonio Road, Santa Barbara, California 93110. AMERICAN CANCER SOCIETY.

Program Title:
FreshStart.
For additional information about the American Cancer Society FreshStart program see Part 1.

Contact:
Mary Woods, Health Educator (805)967-2311.

Description:
This 2-week program is available upon request for individuals, community groups, and worksites and deals with all aspects of smoking cessation, including lifestyle changes, stress and relaxation techniques, addiction and withdrawal discussions, and peer group support. Educational films and printed material from the American Cancer Society are used. Followup is conducted on each participant 1 year after completing the program.

100. SCRIPPS CLINIC AND RESEARCH FOUNDATION, 10666 North Torrey Pines Road, La Jolla, California 92037.

Program Title:
Smoke No More.

For additional information about the American Cancer Society programs see Part 1.

Contact:
Gary D. Scherer (714)455-8835.

Description:
This group smoking cessation clinic is based on the American Cancer Society model. It consists of eight semiweekly sessions, and three followup meetings at 1-month intervals. The course utilizes behavior modification techniques, with emphasis on exercise, stress management, relaxation therapy, proper nutrition, and social support. A film, slides, a cassette tape, and written materials are used to illustrate the program.

101. SEVENTH-DAY ADVENTIST CHURCH, 2222 East Olive Avenue, Merced, California 95340

Program Title:
Stop Smoking Clinic (Formerly the Five-Day Plan).

Contact:
Pastor Richard Kelly (209)383-4449.

Description:
This educational program was designed to concentrate on tangible things that the smoker can do to cut down on cravings. It focuses on both the physical and the psychological aspects of smoking cessation, and discusses proper nutrition and exercise as components of an overall health promotion program. Written and audiovisual materials are used to motivate a change in behavior.

102. SIMI VALLEY ADVENTIST HOSPITAL, 2975 North Sycamore Drive, Simi Valley, California 93065.

Program Title:
Five Day Plan.
For additional information about the Seventh-Day Adventist Five Day Plan see Part 1.

Contact:
Bob Stotz (805)527-2462.

Description:
In addition to using the materials prepared by the Seventh-Day Adventists, this program also relies on materials developed by the American Cancer Society and the American Lung Association. For encouragement and information, graduates of the program return to give testimonials.

103. SMOKE-A-NON, 3921 Nichandros Street, Castro Valley, California 94546.

Program Title:
Stop Smoking Program.

Contact:
Ruth Mettelmann (415)577-1406.

Description:
This program is based on a behavior modification model. Instructors are ex-smokers and health professionals trained by the American Cancer Society. Eight sessions provide group support and interaction between participants.

104. SOLANO COMMUNITY COLLEGE COMMUNITY SERVICES, 4000 Suisun Valley Road, Suisun City, California 94585. KAISER HOSPITAL, Vallejo, California 94585.

Program Title:
Helping Smokers Quit.

Contact:
Christina March, Director (707)864-7115.

Description:
This smoking cessation program is held at Kaiser Hospital and is based on a 4-week, 16-hour group interaction approach to stopping smoking. The philosophy of the class is to prepare smokers to quit by encouraging each participant to examine smoking behavior, re-think problems, learn motives for quitting, try different solutions, and recognize the ability to quit. The program, held twice a week for 4 weeks, is divided into three phases: self-appraisal and understanding of the techniques of quitting smoking, adjustment to the idea of quitting with an experimental 48 hours off, relying heavily on group support, and reappraisal and development of a plan to stay off cigarettes. Materials and films are donated by the Solano County Unit of the American Cancer Society.

105. SOLANO COMMUNITY COLLEGE, COMMUNITY SERVICES, 4000 Suisun Valley Road, Suisun, California 94585.

Program Title:
Quit Smoking Clinic With Hypnosis.

Contact:
Christina March, Director of Community Services (707)864-7115.

Description:
The Quit Smoking Clinic consists of three weekly sessions covering preparing to stop smoking, quitting completely, and reinforcement techniques. Light forms of hypnosis are used in the workshop. The participant is led through relaxation exercises and given suggestions to ensure his success. The clinic cost for each participant is $45, which includes a Quit Smoking Kit. This program is limited to 25 participants.

106. SOUTHERN CALIFORNIA PERMANENTE MEDICAL GROUP, 4900 Sunset Boulvard, 2nd Floor, Los Angeles, California 90027.

Program Title:
Stop Smoking Program.

Contact:
Cynthia Belar (213)667-5547.

Description:
Over 10 weeks, an 11-session smoking cessation program is conducted that helps participants break the smoking habit as comfortably as possible. A positive orientation is adopted that helps clients handle their stress in a healthy manner. The program incorporates positive cognitions, general activity, exercise and relaxation techniques, and alternatives to smoking. Emphasis is placed on change in self-concept (from smoker to nonsmoker), assertiveness, and effective conflict resolution. Pamphlets prepared by the staff, the American Heart Association, and the American Cancer Society help participants understand what they must do to kick the habit. A survey has been conducted to determine

the number of people who have remained nonsmokers as a result of this program.

107. STANISLAUS COUNTY PUBLIC HEALTH DEPARTMENT, SCENIC FAMILY PRACTICE CENTER, 820 Scenic Drive, Modesto, California 95350.

Program Title:
No Ifs, Ands, or Butts.

Contact:
Kris Owens, Health Educator (209)571-5341.

Description:
This 5-week, eight-session smoking cessation program employs behavior modification techniques to assist participants in tapering off their smoking or going cold turkey. Lectures are given each session covering exercise, nutrition, relaxation, health hazards of smoking, social support, and being a nonsmoker. This program is conducted two to three times each year and followup sessions are held at 3 months, 6 months, and 1 year.

108. THE KAISER PERMANENTE STOP SMOKING CLINIC, 280 West MacArthur Blvd., Oakland, California 94611.

Program Title:
Stop Smoking Clinic.

Contact:
Janet Pratt (415)428-6561.

Description:
The Kaiser-Permanente Stop Smoking Clinic is a formal program that uses educational and group counseling techniques to achieve two goals: the cessation of smoking and the cessation of the desire to smoke. Emphasis is on the addictive aspects of smoking. Initially, smokers attend an interview in which they discuss their smoking history with a counselor and determine whether or not to enroll in the clinic. Subsequently, they enter a 7-week program consisting of twelve 90-minute meetings taught by counselors who have received training in drug counseling or psychology. Following the final session, group reunions are held at 3-, 6-, and 12-month intervals to reinforce nonsmoking behavior. Monthly support group meetings are also available. Methods to avoid relapse and ways of learning to live as a nonsmoker are emphasized with the goal of quitting smoking permanently.

109. UNITED STATES AIR FORCE HOSPITAL, DEPARTMENT OF FAMILY PRACTICE, Castle Air Force Base, California 95342.

Program Title:
Castle Air Force Base Smoking Cessation Program.

Contact:
Dr. L.M. Johnson (209)384-4129.

Description:
The American Cancer Society's FreshStart program materials are distributed during classes that meet twice weekly for 2 weeks. All active duty and retired military personnel are eligible to attend.

110. UNIVERSITY OF SOUTHERN CALIFORNIA, COMPREHENSIVE CANCER CENTER, KENNETH NORRIS JR. CANCER RESEARCH INSTITUTE, 2025 Zonal Avenue, 509 Keith Administration Building, Los Angeles, California 90033.

Program Title:
Breathe Easy.

Contact:
Dr. John Hisserich (213)224-6465.

Description:
A guide to stop-smoking programs in Southern California has been prepared with the assistance of the American Lung Association office in Los Angeles. Copies are distributed to individuals and to institutions.

111. WOODLAND MEMORIAL HOSPITAL, NATIONAL CENTER FOR HEALTH PROMOTION, 1325 Cottonwood Street, Woodland, California 95695.

Program Title:
Smoke Stoppers.

Contact:
Nancy Bernardi, Director (916)622-3961.

Description:
This smoking cessation program is conducted over a 5-week period and the cessation part of the program is conducted over a 5-day period. Three followup and reinforcement sessions are also included. Topics covered include stress management and diet management.

112. **YOLO COUNTY DEPARTMENT OF PUBLIC HEALTH, 10 Cottonwood Street, Woodland, California 95695.**

Program Title:
Smoking Cessation Education.

Contact:
April Roeseler (916)666-8648.

Description:
Smoking cessation efforts are directed toward making "Quit It For Good Kits" available to county residents; providing family practice physicians and internists with "The Physician's Guide: How to Help Your Hypertensive Patients Stop Smoking" and a sample of the "Quit It For Good Kits," including ordering information; and public education through a regular newspaper column and radio program.

COLORADO

113. **AMERICAN LUNG ASSOCIATION OF COLORADO, WEST REGION, 576 25 Road, Unit 12, Grand Junction, Colorado 81505.**

Program Title:
Student to Student.

Contact:
Sandi Knudson, Regional Director (303)245-2120.

Description:
High school students are trained to teach and counsel peers about smoking and health by the American Lung Association of Colorado. Student teams instruct younger students in one to three 45-minute sessions. Peer counselors receive the practical experience of preparing their own "plan of attack" for instructing younger students, and benefit from reinforcement of their own drug-free behavior. Younger students learn about smoking hazards and work with positive role models. The Lung Association provides training, resource materials, and program evaluation methods.

114. **AMERICAN LUNG ASSOCIATION OF COLORADO, 1600 Race Street, Denver, Colorado 80206.**

Program Title:
Freedom From Smoking Self Help Manuals.

Contact:
Gary Holsopple, Program Coordinator (303)388-4327.

Description:
Smoking cessation is achieved through either an individual self-help or a clinic (group) format. The self-help manuals outline a 20-day plan to help the smoker quit as well as a maintenance plan to help the smoker once he has quit successfully.

115. **AMERICAN LUNG ASSOCIATION OF COLORADO, 1600 Race Street, Denver, Colorado 80206.**

Program Title:
Student to Student.

Contact:
Gary M. Holsopple, Program Coordinator (303)388-4327.

Description:
High school students learn about the respiratory system and the hazards of smoking, and are trained in peer counseling by members of the Lung Association. These students, operating in teams, then instruct younger students in one to three 45-minute sessions. This involves selecting and incorporating in a presentation pamphlets, exhibits, films, and slides from the Lung Association collection. The program benefits the high school students and the younger students, and furthers one of the goals of the Lung Association, that of teaching others about the hazards of smoking. The number of students who become smokers decreases, and positive health values are reinforced. Older students receive the practical experience of preparing their own lesson plans and younger students are provided positive role models. The classroom teacher conducts a pre- and postsurvey of smoking behavior and an evaluation of the effectiveness of the student presentation.

116. **AMERICAN LUNG ASSOCIATION OF COLORADO, WEST REGION, 576 25 Road, Unit 12, Grand Junction, Colorado 81505.**

Program Title:
Freedom From Smoking Clinic.

Contact:
Sandi Knudson, Regional Director (303)245-2120.

Description:
This group cessation program consists of seven sessions. Lectures, films, and group sessions are conducted by health professionals and trained clinic leaders. Emphasis is on behavior modification and long-term lifestyle improvement. Key program elements include small group interactions, weight control, relaxation, and identifying reasons behind smoking. This program is offered periodically in several western Colorado communities.

117. **AMERICAN LUNG ASSOCIATION OF COLORADO, WEST REGION, 576 25 Road, Unit 12, Grand Junction, Colorado 81505.**

Program Title:
Lungs Are For Life.

Contact:
Sandi Knudson, Regional Director (303)245-2120.

Description:
Trained volunteer speakers present special slide presentations on the respiratory system and related risks and diseases including heart disease, emphysema, and lung cancer, to elementary school children. Separate programs are designed for grades kindergarten through three and four through six. The programs for older students include discus-

sion of the effects of marijuana and peer group pressure. Speakers utilize a special "Breathing Lung Exhibit," which compares normal and diseased lungs. Human lungs are preserved in an arsenic solution and suspended in plastic cylinders that simulate the human chest cage. Tubing connected to the main bronchi allows for the intake of air when the lung expands. Breathing is simulated by the use of an electrical pump This program is available in many western Colorado communities.

118. AMERICAN LUNG ASSOCIATION OF COLORADO, WEST REGION, 576 25 Road, Unit 12, Grand Junction, Colorado 81505.

Program Title:
Self-Help Plus Smoking Cessation Program

Contact:
Sandi Knudson, Regional Director (303)245-2120.

Description:
This workplace smoking cessation program is based on the Lung Association's Freedom From Smoking self-help manuals. The program is designed to support participant use of the self-help manuals in cold turkey quitting. Five 60- to 90-minute sessions are held.

119. AMERICAN LUNG ASSOCIATION OF COLORADO, 1600 Race Street, Denver, Colorado 80206.

Program Title:
Freedom From Smoking Clinic.

Contact:
Gary M. Holsopple, Program Coordinator (303)388-4327.

Description:
The Freedom From Smoking Clinic Program is designed to provide the best possible information and supportive educational materials. It is a highly structured, systematic approach to quitting. There is a logical progression from awareness of the smoking habit to actual behavior change. In the clinic, there is the added benefit of small group discussion and support from others who also want to quit smoking. The focus is positive, emphasizing the benefits to health, mastery of one's own life, and beneficial lifestyle changes. The clinic's maintenance program is based on the "A Lifetime of Freedom From Smoking" manual. There is also the added benefit of support from group members even after the clinic is over. Eight 2-hour sessions are held over an 8-week time period.

120. AMERICAN LUNG ASSOCIATION OF COLORADO, WEST REGION, 576 25 Road, Unit 12, Grand Junction, Colorado 81505.

Program Title:
Freedom From Smoking Clinic Program.

Contact:
Sandi Knudson, Regional Director (303)245-2120.

Description:
This group cessation program consists of seven sessions of lectures and films conducted by health professionals and trained clinic leaders. Emphasis is on behavior modification and long-term lifestyle improvement. Small group interaction, weight control, relaxation, and identifying triggers to smoke are key program elements. This program is offered periodically in several western Colorado communities.

121. AMERICAN LUNG ASSOCIATION OF COLORADO (SOUTHERN REGION), 119 West Sixth Street, Suite 100, Pueblo, Colorado 81003.

Program Title:
Freedom From Smoking.

Contact:
Lee A. Marostica (303)543-LUNG.

Description:
Freedom From Smoking programming includes the availability of two self-help manuals designed to help people kick the habit and then to remain nonsmokers, as well as an 8-week clinic approach to help smokers quit. Materials used include Freedom From Smoking materials from the American Lung Association. Clinic activities are supplemented with displays of real human lungs, use of biofeedback equipment showing the immediate effects of smoking on heart rate, carbon monoxide levels, skin temperature and hand tremor, and discussions with emphysema patients.

122. AMERICAN LUNG ASSOCIATION OF COLORADO, 1600 Race Street, Denver, Colorado 80206.

Program Title:
Freedom From Smoking (FFS) Clinic.

Contact:
Gary M. Holsopple, Project Coordinator (303)388-4327.

Description:
The FFS Clinic Program is designed to provide the best possible information and supportive educational materials. It is a highly structured, systematic approach to quitting. There is a logical progression from awareness of the smoking habit to actual behavior change. In the clinic, there is the added benefit of small group discussion and support from others who also want to quit smoking. The focus is positive, emphasizing the benefits to health, mastery of one's own life, and beneficial lifestyle changes. The clinic's maintenance program is also based on the manual "A Lifetime of Freedom From Smoking." There is an added benefit of support from group members even after the clinic is over. There are eight 2-hour sessions over an 8-week time period.

123. EL PASO COUNTY HEALTH DEPARTMENT, HEALTH EDUCATION DIVISION, 501 North Foote Avenue, Colorado Springs, Colorado 80909-4598.

Program Title:
Are You Ready to Quit? A Smoking Cessation Program for You.

Contact:
Gloria Latimer (303)578-3108.

Description:
This program is available to clients in clinics sponsored by El Paso County Health Department. It is conducted in three sessions lasting 2 1/2 hours each. Targeted issues include addiction, breaking patterns, finding and using support systems, individual responsibility, and techniques for quitting. Followup and encouragement are provided. Educational materials, films, slides, lung cross sections, and other displays are used.

124. JEFFERSON COUNTY HEALTH DEPARTMENT, 260 South Kipling Street, Lakewood, Colorado 80226. AMERICAN LUNG ASSOCIATION.

Program Title:
Freedom From Smoking in Twenty Days.
For additional information about the American Lung Association Freedom From Smoking Program See Part 1.

Contact:
Brenda Heskett (303)232-6301.

Description:
Manuals are distributed to aid in smoking cessation.

125. JEFFERSON COUNTY HEALTH DEPARTMENT, 260 South Kipling Street, Lakewood, Colorado 80226.

Program Title:
A Lifetime of Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Brenda Haskett (303)232-6301.

Description:
Materials are distributed to ensure permanent cessation.

126. MESA COUNTY HEALTH DEPARTMENT, 515 Patterson Road, Grand Junction, Colorado 81501.

Program Title:
Stop Smoking Clinics.

Contact:
Kenneth J. Lampert, Director (303)244-1746.

Description:
This program consists of one session a day for 5 consecutive days. The program focuses on smoking control and cessation. Registrants must be in the process of quitting or have very recently quit before they are allowed to enroll. The format consists of resource persons from the community in the areas of cytopathology, dentistry, pulmonology, and nutrition. Education films and slides on the effects of smoking on the lungs are used. Short-term evaluations are conducted.

127. PORTER MEMORIAL HOSPITAL, 2525 South Downing Street, Denver, Colorado 80210.

Program Title:
A Smoker's Choice.

Contact:
Jeff Emery (303) 778-5778.

Description:
This package program provides videotapes, training, and support to interested groups. The program was designed from a successful community program that has helped over 18,000 people since its inception in 1963. Habit modification techniques are offered to help change negative behavior. Other topics covered include stress, weight, the grief process, how to handle failure, and long-term success. The six tapes can be used as an entire program, or each 10- to 20-minute topic can be used separately. Facilitators are trained to help program participants internalize the decision to quit smoking. Small groups and the buddy system are encouraged to provide help and support.

128. PORTER MEMORIAL HOSPITAL, 2525 South Downing Street, Denver, Colorado 80210.

Program Title:
Porter Stop-Smoking Clinic.

Contact:
Jeff Emery (303) 778-5778.

Description:
The Health Education Center presents a 7-day stop-smoking program on a monthly basis. Each of the seven classes involve films and presentations. Small groups and the buddy system foster mutual help and support. Followup meetings are held every month. Recently, a 2-year evaluation of this program was conducted, using thiocyanate to determine smoking status.

129. TRI-COUNTY HEALTH DEPARTMENT, 2200 East 104th Avenue, Suite 115, Thornton, Colorado 80233.

Program Title:
FreshStart: A Smoking Cessation Program.

Contact:
Connie Troth (303)452-9547.

Description:
The four classes present the most current and successful approaches to help people stop smoking. This program is endorsed by the American Cancer Society for people who want information and skills to stop smoking in a group-support situation. Class format will include information on behavior modification, group discussion, and stress management techniques. Handouts from the American Cancer Society are available.

130. AMERICAN CANCER SOCIETY, CONNECTICUT DIVISION, INC., Barnes Park South, 14 Village Lane, P.O. Box 410, Wallingford, Connecticut 06492.

Program Title:
An Early Start to Good Health.

Contact:
Marion Guillotti (203)265-7161.

Description:
The aim of this program is to increase children's awareness of and respect for their body's systems and functions while promoting positive health habits, including not smoking. The four units constituting the kindergarten through third grade kit were developed to provide graded degrees of the health message. Each contains a color filmstrip of 40 frames; teacher's guide; a colorful poster for triggering student activities; a 6-minute disc or cassette; and a set of spirit masters for producing puzzles, charts, and masks.

131. AMERICAN CANCER SOCIETY, CONNECTICUT DIVISION, INC., Barnes Park South, 14 Village Lane, P.O. Box 410, Wallingford, Connecticut 06492.

Program Title:
Cigarette Smoking–Take It or Leave It.

Contact:
Marion Guillotti (203)265-7161.

Description:
This multimedia educational program encourages students to think about the risks involved in smoking and other health choices with which they will be faced. Transparencies, teacher's guide, student folder, and disc or audiocassette are used.

132. AMERICAN CANCER SOCIETY, CONNECTICUT DIVISION, INC., Barnes Park South, 14 Village Lane, P.O. Box 410, Wallingford, Connecticut 06492.

Program Title:
Don't Get Hooked On Smoking.

Contact:
Marion Guillotti (203)265-7161.

Description:
This program is designed for presentation outside the classroom as well as in the classroom and includes group participation activities and educational information on the hazards of smoking. The participants are students ages 9 to 14 and 15 to 18.

133. AMERICAN CANCER SOCIETY, CONNECTICUT DIVISION, INC., Barnes Park South, 14 Village Lane, P.O. Box 410, Wallingford, Connecticut 06492.

Program Title:
Health Myself, Instructional Program.

Contact:
Marion Guillotti (203)265-7161.

Description:
In three independent units, this modular teaching kit relates smoking prevention and personal health issues to social studies, language arts, and science curricula. The kit is designed for use by classroom teachers or as an addition to existing health education programs. The instructional program is for grades seven through nine.

134. AMERICAN CANCER SOCIETY, CONNECTICUT DIVISION, INC., Barnes Park South, 14 Village Lane, P.O. Box 410, Wallingford, Connecticut 06492.

Program Title:
Smoking Cessation Program.

Contact:
Marion Guillotti (203)265-7161.

Description:
The cessation program consists of four sessions of 2 hours each. A $15 refund is given if all classes are attended. Another method used is the self-help kit, in which a 7-day pamphlet and a 12-day pamphlet are free and one quit kit is $1. Assorted pamphlets are available.

135. AMERICAN CANCER SOCIETY, CONNECTICUT DIVISION, INC., Barnes Park South, 14 Village Lane, P.O. Box 410, Wallingford, Connecticut 06492.

Program Title:
New Health Network Teaching Kit Grades 4-6.

Contact:
Marion Guillotti (203)265-7161.

Description:
The purpose of this new kit is to help young people make decisions about their health, especially regarding smoking. Unit 4, "Special People" promotes the idea of acceptance of self and the fact that each person is a different individual, with unique strengths and weaknesses. Unit 5, "Health News, The Breathing In and Out Story" is a simulated news broadcast that presents the story of the respiratoy system. Unit 6, "Starga's World" is a comedy program similar to TV's "Mork & Mindy," concerning a young girl from another planet who wants to learn how to make decisions for herself. The full-color kit contains a 6-minute filmstrip, teacher's guide, repromasters, and cassette or disc for each unit.

136. AMERICAN HEART ASSOCIATION, CONNECTICUT AFFILIATE, 71 Parker Avenue, Meriden, Connecticut 06450.

Program Title:
About Your Heart and Smoking.

Contact:
Kathy Biederman (203)634-4532.

Description:
Four booklets are distributed containing information and

activities on the respective risk factors of smoking, about the heart and blood pressure, smoking, and exercise and diet.

137. AMERICAN HEART ASSOCIATION, CONNECTICUT AFFILIATE, 71 Parker Avenue, Meriden, Connecticut 06450.

Program Title:
Let's Talk About Smoking.

Contact:
Kathy Biederman (203)634-4532.

Description:
A 13-minute film with teachers guide targeting the seventh grade is available. Film includes peers talking about smoking and not smoking.

138. AMERICAN HEART ASSOCIATION, CONNECTICUT AFFILIATE, 71 Parker Avenue, Meriden, Connecticut 06450.

Program Title:
Save a Sweet Heart.
For additional information about the American Heart Association Save a Sweet Heart program see Part 1.

Contact:
Kathy Biederman (203)634-4532.

Description:
This program involves a series of antismoking activities conducted in school by students (junior or senior levels). Activities usually last 11 weeks and include posters, pledges not to smoke from smokers, pledges not to start smoking within a year from nonsmokers, public address announcements, a day of no smoking (Save a Sweet Heart Day), and optional classroom activities for teachers.

139. AMERICAN HEART ASSOCIATION, CONNECTICUT AFFILIATE, 71 Parker Avenue, Meriden, Connecticut 06450.

Program Title:
Smoking Cessation–Self-Help.
For additional information about the American Heart Association programs see Part 1.

Contact:
Kathy Biederman (203)634-4532.

Description:
The American Heart Association self-help smoking cessation program is used and pamphlets are distributed.

140. AMERICAN LUNG ASSOCIATION OF CONNECTICUT, 45 Ash Street, East Hartford, Connecticut 06108.

Program Title:
Nursery School Activity Box.

Contact:
Lori Tatsapaugh (203)289-5401 or 1-800-992-2263.

Description:
The American Lung Association of Connecticut has produced a Nursery School Activity Box designed to aid young children in the development of positive health habits. The kit contains (1) a Teachers Guide, with detailed lesson plans, including a hand puppet named Sammy the Snake who tells about the harmful effects of Suffocating Smoke; (2) activities such as a coloring book and an innovative and colorful bingo game that leads children to a discussion of healthy habits and also teaches the universal no-smoking symbol; and (3) take-home material for parents, concerning secondhand smoke, choking, and childhood respiratory diseases.

141. AMERICAN LUNG ASSOCIATION OF CONNECTICUT, 45 Ash Street, East Hartford, Connecticut 06108.

Program Title:
Cessation Program.

Contact:
Jean Titus (203)289-54001 or 1-800-922-2263.

Description:
This is a seven-session cessation program of 2 hours each, once or twice per week. Fee is $50 for each participant. Training for leaders is 8 hours (1-day workshop). Cost of training is $45.

142. COMMUNITY HEALTH CARE CENTER PLAN, INC., 150 Sargent Drive, New Haven, Connecticut 06511.

Program Title:
Smoking Education.

Contact:
Jame Schleutter, Health Education Coordinator (203)787-3141.

Description:
Pamphlets on smoking produced by the American Lung Association are distributed. Counseling is available on an individual basis.

143. CONNECTICUT STATE DEPARTMENT OF HEALTH SERVICES, PREVENTABLE DISEASE DIVISION–SMOKING 150 Washington Street, Hartford, Connecticut 06106.

Program Title:
Connecticut's Clean Indoor Air Act.

Contact:
Allan Bailey (203)566-3844.

Description:
This program has three functions: first, to respond to complaints about violations of the State's no-smoking laws. Most complaints involve restaurants and retail food stores. Although the State health services department has no enforcement authority, it does record the complaints and refer them to local health directors for handling. Second, the program informs and advises the public about the law and how to deal with situations that may not involve violations. Third, all callers are asked if they would like to be on a mailing list. During the legislative session, all persons on the list receive copies of proposed bills dealing with smoking, names and addresses of legislators, and a letter urging them to write to their legislators and express their views about the proposed bills.

144. CONNECTICUT STATE DEPARTMENT OF HEALTH SERVICES, PREVENTABLE DISEASE DIVISION, 150 Washington Street, Hartford, Connecticut 06106.

Program Title:
Resources for Good Health: 1981 Supplement.

Contact:
Lynne Davis (203)566-3844.

Description:
A directory for health professionals working with local health promotion programs is available. The directory is intended to increase the frequency with which health professionals refer clients to programs on health promotion. The section on smoking cessation provides a statewide city-by-city list of individual counseling programs, self-help materials, films, books, and the various methods available to modify behavior. The descriptions also help to increase awareness of the local resources in the field of health promotion.

145. HARTFORD HEALTH DEPARTMENT, 80 Coventry Street, Hartford, Connecticut 06112.

Program Title:
Employee Stop Smoking Workshop.

Contact:
Patricia Myslak, Health Advocacy and Education (203)722-6719.

Description:
This program is a self-help 1-day workshop held two or three times a year. Speakers from the State Department of Health Services or the American Lung Association participate in the program. Each workshop (1) stresses the need for proper motivation, (2) discusses various stop smoking techniques and, (3) introduces the group to local smoking cessation resources in the community. Printed materials are available from the American Cancer Society, the American Lung Association, and the U.S. Department of Health and Human Services.

146. HARTFORD HOSPITAL, HEALTH AND LIFESTYLES PROGRAM, 80 Seymour Street, Hartford, Connecticut 06115.

Program Title:
Smokeless.

Contact:
Bill Martens (203)524-2124.

Description:
The Smokeless system is a total lifestyle approach to smoking cessation that consists of behavior modification, stress management, life coping skills, and weight control. It addresses cigarette smoking from psychological, physiological, sociological, and behavioral perspectives. Procedures are utilized to effectively neutralize one's desire for tobacco. The program includes three phases. The first phase, or Preparatory Phase, begins with a 1-hour introductory meeting. The second phase is the Treatment Phase and consists of four consecutive 1 1/2 hour meetings. The final phase is the Maintenance Phase and consists of three meetings held over 2 weeks.

147. INSTITUTE FOR BETTER HEALTH, INC., HOSPITAL OF SAINT RAPHAEL, 111 Sherman Avenue, New Haven, Connecticut 06511.

Program Title:
Smokeless.

Contact:
Ursual A. Kolb, Director of Health Promotion (203)789-3031.

Description:
Smokeless is a smoke cessation program that addresses all the physical, psychological, and behavioral aspects of smoking. Professionals teach proven techniques that enable one to quit smoking in 5 days, while curbing withdrawal discomfort and controlling weight. The Smokeless system is highly regarded by national health organizations and is cited by the 1983 Surgeon General's Report as being particularly successful. The program consists of eight 1 1/2-hour sessions.

148. MIDDLETOWN DEPARTMENT OF HEALTH, RISK REDUCTION PROGRAM, P.O. Box 1300, Municipal Building, Middletown, Connecticut 06457.

Program Title:
Smoking Cessation/Education.

Contacts:
Leon F. Vinci, Director of Health, or Rose D. Hewitt, Risk Reduction Program Coordinator (203)344-3474 or 344-3475.

Description:
This smoking cessation program (in cooperation with the American Cancer Society) is available several times per year. Smoking education material is available to schools for inclusion in health-related curricula, and program members work with schools to develop and adopt no-smoking programs on school grounds, during and after school hours. Smoking education programs are available to the general public via newspapers, radio, and other media.

149. NEW LONDON HEALTH DEPARTMENT, 120 Broad Street, New London, Connecticut 06320.

Program Title:
Health Education/Risk Reduction Program.

Contact:
Pamela Kilbey-Fox (203)447-5235.

Description:
Year round activities include health promotion sessions targeted to city business employers and employees. The hazards of smoking, obesity, excess dietary fats and sodium are discussed in relation to hypertension and cardiovascular diseases. Printed materials from the American Heart Association, American Lung Association, New England Dairy and Food Council, American Cancer Society, and the State Department of Health are provided. Educational films from the State Department of Health's library and the American Cancer Society are shown. Periodic smoking cessation programs are held at various worksites.

150. STATE OF CONNECTICUT, DEPARTMENT OF HEALTH SERVICES, 150 Washington Street, East Hartford, Connecticut 06106.

Program Title:
Biomonitoring Program for Grades Seven and Nine.

Contact:
Janet St. Clair, Health Program Associate (203)566-3844.

Description:
Equipment and lesson plans emphasizing the immediate effects of smoking are available for borrowing by schools filing an application. Featured is a carbon monoxide analyzer that indicates the amount of carbon monoxide in breath samples.

151. THE CENTER FOR SMOKING BEHAVIOR, 73 Sand Pit Road, Danbury, Connecticut 06810.

Program Title:
Smoking Cessation Programs.

Contacts:
Robert S. Walzer, Director, or Eva Wilson (203)798-2600.

Description:
This facility is an aspect of the medical/psychiatric practice of Dr. Walzer and his consultancy to the Department of Respiratory Disease at the Norwalk, Connecticut, Hospital. Individual, group, and corporate services are available. The program is adapted to the particular characteristics of the given clients. An educational and behavior modification approach is used. Emphasis is given to a demonstration of abnormal blood chemistry and respiratory physiology in tests administered (on a voluntary basis) to participants before and after quitting. Six sessions are held, and telephone contact is actively sustained afterwards. Some complimentary community services are occasionally given, including public quit programs.

DELAWARE

152. STATE OF DELAWARE, DEPARTMENT OF HEALTH AND SOCIAL SERVICE, P.O. Box 637, Dover, Delaware 19903.

Program Title:
Stop Smoking/Education Program.

Contact:
Lionel de Bernard, Jr., Health Educator, Division of Public Health (302)736-4724.

Description:
This seven-session (twice a week) course is designed specifically for smokers who want to quit smoking cigarettes but lack the practical knowledge and skills for coping with the urge to smoke. The program includes an evaluation about smoking, a step-by-step plan for quitting, coping techniques recognizing the differences between physical and psychological withdrawal symptoms, stress and relaxation techniques, and how to remain a nonsmoker. Followup sessions help reinforce the skills learned from the program. Yearly results questionnaires and evaluations are conducted, but because this is a health education program, success is not wholly determined on the number of participants who quit smoking as a result of taking this course. The program is free and is available to any interested business, State agency, or other group or institution that can provide the 15 registrant minimum.

DISTRICT OF COLUMBIA

153. CITIZENS AGAINST TOBACCO SMOKE (CATS), 4200 Wisconsin Avenue, NW., Suite No. 106, Washington, District of Columbia 20016.

Program Title:
Citizens Against Tobacco Smoke (CATS).

Contact:
Ahron P. Leichtman, President (202)363-5575 and (513)984-8833.

Description:
The primary goal of this program is to develop a plan for a smoke-free society by the year 2000, to incorporate a working program model throughout the Nation, and create an antismoking curriculum for the Nation's schools. Meetings are held periodically and address a broad range of topics including clean indoor air legislation; the economics of smoking; the politics of tobacco; product liability lawsuits; tobacco advertising and its impact on women, blacks, and children; airline cabin air quality; hospitals and smoking; tobacco research; and tobacco subsidies. CATS also provides information and educational materials and assistance to businessses and organizations who wish to voluntarily set up separate smoking and nonsmoking sections.

154. DISTRICT OF COLUMBIA LUNG ASSOCIATION, 475 H Street NW., Washington, District of Columbia 20001.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Carol Fletcher-Tankard, Smoking or Health Programs (202)682-5864.

Description:
The D.C. Lung Association offers two programs to help people stop smoking. These programs include the American

Lung Association's Freedom From Smoking Clinic and their Freedom From Smoking Self-Help Kit. The Clinic is a 7-week program based on behavior modification. Skills in stress management, weight control, and visualization are also taught. Participants view two films "Is It Worth Your Life?" and "Death in the West," and receive the "Lifetime of Freedom From Smoking" manual, a cassette of relaxation techniques, and handouts to help them achieve this goal. The FSS Clinic is offered to both business and community organizations. The FFS Self-Help kit consists of two manuals. "Freedom From Smoking in Twenty Days" outlines a day-by-day, step-by-step approach to stop smoking. "A Lifetime of Freedom From Smoking" discusses skills and techniques to deal with situations that may trigger the desire to smoke.

155. DISTRICT OF COLUMBIA LUNG ASSOCIATION, 475 H Street NW., Washington, District of Columbia 20001.

Program Title:
Nonsmoker's Rights.

Contacts:
Carol Fletcher-Tankard, Coordinator, Smoking or Health Program, or Dianne Modell (202)682-5864.

Description:
This program has been set up to promote smoke-free indoor environments by raising the awareness of people who live and work in the District as to the many benefits of smoke-free work and home environments. The program also attempts to develop grass roots support for legislation to restrict smoking in the workplace and works with businesses who are interested in setting up nonsmoking policies.

156. DISTRICT OF COLUMBIA LUNG ASSOCIATION, 475 H Street NW., Washington, District of Columbia 20001.

Program Title:
Winner's Circle Program.

Contact:
Carol Fletcher-Tankard, Coordinator, Smoking or Health Program (202)682-5864.

Description:
The Winners' Circle is an ongoing ex-smoker and would-be ex-smoker support program. It is designed to help participants develop the self-image of a nonsmoker. Participants learn to feel more comfortable and confident about not smoking through group discussion and lectures by experts. Meetings take place twice a month.

157. DISTRICT OF COLUMBIA LUNG ASSOCIATION, 475 H Street NW., Washington, District of Columbia 20001.

Program Title:
How to Cope With Pressure to Smoke.

Contact:
Patricia Theiss, Coordinator, Child/Youth Programs (202)682-5864.

Description:
This is a smoking prevention program targeted to sixth graders. It is hosted by a local pediatrician, who serves as the role model of the caring health care provider. It is presented in three 45-minute sessions to all of the sixth grade classes in the elementary schools in the SE/SW district. The first session is designed to raise the awareness of the health hazards of smoking for young and old, stressing long-term effects. It then focuses on pressures to smoke and coping strategies through a film featuring characters and situations to which the sixth graders, primarily black students with low reading skills, can relate. The audience is invited to enter a poster contest for the three best illustrations of the health hazards of smoking for young people (winners to be selected before the beginning of the third session). The second session concentrates on a biofeedback demonstration of the immediate effects of smoking one cigarette, using measurement of the level of carbon monoxide in the breath, pulse rate, skin temperature, and hand steadiness of the smoker as compared with a nonsmoker. The third session involves sources of pressures to smoke, coping strategies, and roleplaying in coping situations, and culminates in the awarding of the poster contest prizes by a guest celebrity. To highlight this pilot program for primarily black sixth graders, a poster featuring a local singing star has been produced, in order to offer the students a role model to whom they can relate. Evaluation of this pilot program will be by pretesting and posttesting the participants and by teacher evaluation forms. All winning entries as well as new ones will be judged in May. Although limited to three schools in the 1984-1985 school year, the program is to be expanded in 1986.

158. DISTRICT OF COLUMBIA LUNG ASSOCIATION, 475 H Street NW., Washington, District of Columbia 20001.

Program Title:
No Smoking During and After Pregnancy: Advocacy on Behalf of the Unborn.

Contact:
Patricia Theiss, Coordinator, Child/Youth Programs (202)682-5864.

Description:
A two-tiered approach to the motivation of pregnant women not to smoke during and after pregnancy has been developed by health care providers. Innovative techniques are used with prenatal counseling of program participants to motivate smokers among them to quit and remain nonsmokers and nonsmokers to become advocates of the nonsmoking lifestyle on behalf of the unborn, newborn, and growing child. In addition to smoking and pregnancy materials (kits, posters, slide/tape show) developed by the American Lung Association, a special pamphlet for mothers-to-be with lower reading skills is distributed. Evaluation is by pre-/posttesting the participants, and a staff evaluation questionnaire is used. Biofeedback demonstrations also are foreseen for the pregnant smokers, as are supplements to the Freedom From Smoking self-help manuals. Educational materials are designed for health professionals involved in counseling pregnant women to motivate them to advocate nonsmoking as the healthy choice during and after pregnancy. Featured are in-depth lectures on the effects of smoking given by a lung specialist, who also is the mother of young children, and a discussion using the American Lung Association materials (kits for health care providers) as well as a Counseling Tip Sheet. To reinforce the need for antismoking counseling, a well-known lay person who is a young, nonsmoking mother concludes the presentation. Evaluation

is by pre/posttesting and evaluation questionnaires for participants.

159. DISTRICT OF COLUMBIA LUNG ASSOCIATION, 475 H Street NW., Washington, District of Columbia 20001.

Program Title:
Public Education.

Contact:
Carol Fletcher-Tankard (202)682-5864.

Description:
Presentations on smoking are given to lay audiences.

160. GROUP HEALTH ASSOCIATION, P.O. Box 19212, Washington, District of Columbia 20036.

Program Title:
Breaking the Smoking Habit.

Contact:
Lydia O. Bourne, Coordinator (202)364-2011.

Description:
This group smoking cessation program meets once a week for 5 weeks, 90 minutes per session. Emphasis is on stress management, and the program includes a session on nutrition. Followup session occurs 2 weeks after the end of the initial series.

161. NATIONAL CAPITAL AREA LUNG ASSOCIATIONS, Environmental Health Project, 475 H Street NW., Washington, District of Columbia 20001.

Program Title:
Public Awareness Campaign for Clean Indoor Air.

Contact:
Molly Clark, Director, Environmental Health Programs (202)682-5864.

Description:
This program is designed to increase public and health professional awareness of indoor air pollution hazards, including involuntary smoking. Voluntary and legislative action toward improved conservation of clean indoor air is promoted. Ongoing public education activities include annual conferences.

FLORIDA

162. AMERICAN CANCER SOCIETY MARION COUNTY UNIT, 1644 Northeast 22nd Avenue, Ocala, Florida 32678.

Program Title:
FreshStart.

Contact:
Marion County Unit (904)629-4727.

Description:
The standard American Cancer Society program is conducted by trained volunteers several times a year for residents of Marion County. The program contains six sessions and is a realistic quit-smoking program that helps participants to understand and deal with smoking as a chemical addiction, as a habit, and as a psychological dependency. There is no charge to participants.

163. AMERICAN CANCER SOCIETY, FLORIDA DIVISION, INC., 1001 South MacDill Avenue, Tampa, Florida 33629.

Program Title:
FreshStart.
For additional information about the American Cancer Society FreshStart program see Part 1.

Contact:
Ginny Scott (813)253-0541.

Description:
FreshStart is a quit-smoking program built around a format of four group sessions during a 2-week period, each lasting 1 hour. A participant's guide contains all the material necessary to the quitting process plus maintenance information. There is also a facilitator's guide on how to conduct the sessions and pertinent information dovetailed with the participant's guide. An administrator's guide explains the overall purpose and fundamentals of setting up the program at the local unit level. Numerous other publications on the hazards of tobacco use for both adults and youth are also available. All American Cancer Society materials are free of charge.

164. AMERICAN CANCER SOCIETY, STATE OF FLORIDA DEPARTMENT OF HEALTH AND REHABILITATIVE SERVICES, 4806 26th Street West, Brandenton, Florida 33507.

Program Title:
Smoke Cessation Clinics.

Contact:
Ken Chandler, Public Education Committee Chairman (813)753-6471.

Description:
An average of three or four clinics are held per year in various geographical locations in the county.

165. AMERICAN LUNG ASSOCIATION OF BROWARD-GLADES-HENDRY, INC., 2020 South Andrews Avenue, Fort Lauderdale, Florida 33316.

Program Title:
Biofeedback Smoking Education Project (BIOSEP).
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
David R. Just (305)524-4657.

Description:
Middle and high school students take part in this educational program intended to reduce the number of students who

smoke. Working with biofeedback equipment, the students can see immediately the effects on the body of even one cigarette. Effects also can be demonstrated with second-hand smoke. Students who do smoke are expected to switch to a lower tar and nicotine brand and to smoke less. A question and answer period is included with each presentation. In addition to demonstrations involving the biofeedback equipment, information is provided from films and slides. The presentation is conducted by a Lung Association staff member or volunteer.

166. AMERICAN LUNG ASSOCIATION OF BROWARD-GLADES-HENDRY, INC., 2020 South Andrews Avenue, Fort Lauderdale, Florida 33316.

Program Title:
Smoking and Pregnancy.

Contact:
David R. Just (305)524-4657.

Description:
The target audience of this educational campaign is physicians specializing in obstetrics and gynecology, their nursing staff, hospital personnel, and related professional organizations and educational institutions. The purpose is to provide information on the hazards associated with smoking during pregnancy and smoking near an infant. The problems discussed include premature births, low birth weights, fetal growth retardation, spontaneous abortions, and increased chances of postnatal respiratory infections and pneumonia. Material designed and provided by the American Lung Association plus some information collected by the local chapter is sent to each recipient. Some of this material is for distribution to the patient in the form of a prescription tear pad; others are for display purposes in the office waiting room. Each information package includes an evaluation questionnaire to be completed by the physician.

167. AMERICAN LUNG ASSOCIATION OF BROWARD-GLADES-HENDRY, INC., 2020 South Andrews Avenue, Fort Lauderdale, Florida 33316.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see part 1.

Contact:
David R. Just, Program Director (305)524-4657.

Description:
This program is offered in two methods. Smokers needing special help in quitting can attend a seven-session series of classes incorporating the use of two Freedom From Smoking manuals, relaxation tapes, and positive group support. The alternative is the self-help method, which also utilizes the two Freedom From Smoking manuals, and is designed for individuals who have strong self-discipline and like to work independently. Additional meetings following the conclusion of the seven sessions are offered to individuals from either method who feel they need continuous support in quitting.

168. AMERICAN LUNG ASSOCIATION OF BROWARD-GLADES-HENDRY, INC., 2020 South Andrews Avenue, Fort Lauderdale, Florida 33316.

Program Title:
Smoking Deserves a Smart Answer School Health Program.

Contact:
David R. Just, Program Director (305)524-4657.

Description:
This smoking prevention program is designed for use by educators working with fifth and sixth graders. Health effects from smoking, the social and behavioral motivations related to smoking, the skills for identifying and resisting peer pressure, and the effects of cigarette advertising are addressed. A 1-hour, 5-day curriculum is offered, and packets containing puzzles, posters, and parent information are distributed to the children. In-services and resource folders for classroom activities are provided by the Lung Association staff.

169. AMERICAN LUNG ASSOCIATION OF BROWARD-GLADES-HENDRY, INC., 2020 South Andrews Avenue, Fort Lauderdale, Florida 33316.

Program Title:
Students Teach Students.

Contact:
David R. Just, Program Director (305)524-4657.

Description:
High school students are trained as counselors to encourage elementary students not to smoke. The high school students serve as role models for fifth and sixth graders and present information and activities concerning the hazards of smoking. This program can be incorporated into the Smoking Deserves A Smart Answer program on the third day of the 5-day curriculum.

170. AMERICAN LUNG ASSOCIATION OF FLORIDA, SPACEPORT BRANCH, Box 549, Daytona Beach, Florida 32015.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Betty Parker Branch Director (904)255-6447.

Description:
The material developed by the American Lung Association for the Freedom From Smoking program is distributed by this local branch.

171. AMERICAN LUNG ASSOCIATION OF FLORIDA, SPACEPORT BRANCH, Box 549, Daytona Beach, Florida 32015.

Program Title:
Smoking Intervention and Prevention.

Contact:
Deborah Savage, Program Associate (904)255-6447.

Description:
Smoking intervention and prevention programs are taught in elementary schools in a three-county area. In the elementary grades, programs are conducted in connection with the School Health Curriculum Project, as mandated by the State of Florida. Different films are shown to students in grades K–4, 5–8, and 9–12. The objective is to show the undesirable effects on the lungs of prolonged cigarette smoking. Programs are illustrated with films, a smoking manikin, coloring

books, lung section slides, booklets, posters, signs, buttons, and quizzes. Question and answer periods are included.

172. AMERICAN LUNG ASSOCIATION OF SOUTHWEST FLORIDA, 2300 Euclid Avenue, Fort Myers, Florida 33901.

Program Title:
Smoking and Health Program.

Contact:
(813)334-1556.

Description:
This comprehensive smoking education, prevention, and cessation program includes the following components: smoking education programs for schools and community groups; support for the School Health Curriculum Project (Berkeley model) and the Primary Grades Health Curriculum Project (Seattle model; for a complete description of the School Health Curriculum Project see Part 1); cosponsorship, with local Seventh-Day Adventist churches, of the Five Day Plan cessation clinics; support for a nonsmokers' rights group, Right to Breathe; participation in health fairs; distribution to obstetricians of literature on the effects of smoking in pregnancy; and sponsorship of an art contest in public and private schools in five counties.

173. AMERICAN LUNG ASSOCIATION, STATE OF FLORIDA DEPARTMENT OF HEALTH AND REHABILITATIVE SERVICES, 2300 Euclid Avenue, Fort Myers, Florida 33901.

Program Title:
Freedom From Smoking Clinic.
For information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Sharon Chappell (813)349-1408.

Description:
Clinics are held annually.

174. BAPTIST HOSPITAL, 1000 West Moreno Street, P.O. Box 17500, Pensacola, Florida 32522.

Program Title:
Smoke Stoppers.

Contact:
Raymond Rappa, Health Education Specialist (904)434-4747.

Description:
Smoke Stoppers is a multicomponent three-phase program. Phase I prepares the individual both psychologically and physically for the experience of quitting. Phase II provides the technology, guidance, and structure necessary for cessation. Phase III creates a support forum that not only addresses transition needs, but also serves to facilitate the initiation of other lifestyle changes.

175. BAPTIST HOSPITAL, REGIONAL HEALTH SERVICES, 1000 West Moreno Street, P.O. Box 17500, Pensacola, Florida 32522.

Program Title:
Stop Smoking Programs Health Education.

Contact:
Judy Griffin (813)365-2020.

Description:
These programs are provided free of charge in cooperation with the County Public Health Unit and the American Cancer Society and are based on the American Cancer Society's Florida Stop Smoking plan and their FreshStart program (see Part 1). The program involves 6 weeks of meetings 1 night a week, and positive behavior modification tools are used in the quitting process.

176. BOCA RATON COMMUNITY HOSPITAL, INC., 800 Meadows Road, Boca Raton, Florida 33432.

Program Title:
Smokeless.

Contact:
Sally Sweigart, Health Education Coordinator (305)393-4063.

Description:
Smokeless is a highly structured, 5-day program teaching the skills necessary to achieve permanent abstinence from smoking. The smoking habit is viewed from psychological and behavioral perspectives. Participants learn behavioral techniques and procedures proven effective in preventing and eliminating the urge to smoke. Smokeless is presented to both community and industry. In addition, the facilitators are available for presentations to area schools and organizations.

177. BREVARD COUNTY INTERAGENCY COUNCIL ON SMOKING AND HEALTH, 1274 South Florida Avenue, Rockledge, Florida 32955.

Program Title:
Five Day Plan.
For additional information about the Seventh-Day Adventist Five Day Plan see Part 1.

Contact:
Bertie Gillespie (305)269-8391.

Description:
This program is independently conducted by the Interagency Council on Smoking and Health, but follows the format of the Seventh-Day Adventist Five Day Plan. One-and-a-half-hour sessions are held on five consecutive evenings. In lieu of the Five Day Plan material, films from the American Cancer Society and the Florida Lung Association are incorporated. Speakers and facilitators are provided by member agencies of the Interagency Council. Certificates and pins are awarded to participants who successfully complete the program.

178. BREVARD COUNTY INTERAGENCY COUNCIL ON SMOKING AND HEALTH, 1274 South Florida Avenue, Rockledge, Florida 32955.

Program Title:
Speakers Bureau: Smoking Program Outline for Community Groups.

Contact:
Bertie Gillespie (305)269-8391.

Description:
This program explains to smokers the effects on the body of smoking and the physiological benefits of quitting. Also

discussed are the history of smoking, the factors in making the decision to quit, and what happens when a smoker does quit. A film, transparencies, and pamphlets are used during the program.

179. BREVARD COUNTY INTERAGENCY COUNCIL ON SMOKING AND HEALTH, 1274 South Florida Avenue, Rockledge, Florida 32955.

Program Title:
Speakers Bureau: Smoking and Health Teaching Unit for Schools.

Contact:
Bertie Gillespie (305)269-8391.

Description:
This program is designed to reach children and young adults from kindergarten through high school, and encourages early individual behavioral commitments to nonsmoking. Students are helped to understand how smoking harms the respiratory system, and to examine the decision of whether or not to smoke based upon facts and knowledge. This program is divided into teaching units designed for grades K–3, 4–6, and high school. Within each of these teaching units are suggestions for pupil experiences, experiments, and guest speakers, all of which help students understand the structure, function, and necessary care of the respiratory and circulatory systems. Also explored are the pressures exerted by peers and advertisers. To help the teacher with this program, a catalogue of available resources, divided into the corresponding teaching units, has been compiled.

180. DADE COUNTY INTERAGENCY COUNCIL ON SMOKING AND HEALTH, 1150 Northwest 14th Street, Suite 302, Miami, Florida 33136.

Program Title:
Dade County Interagency Council on Smoking and Health.

Contacts:
Charles F. Tate, Jr., Chairman (305)326-1031, Louise Sands, Secretary, Director of Communications (305)667-3647.

Description:
This organization coordinates the efforts of 12 different groups in the Dade County area, stimulating and supporting them in the development of their own programs. The council sponsors local legislation regulating smoking in public places. Junior high school and fourth and fifth grade students are encouraged to urge their parents to quit smoking. Also within the schools, literature is distributed and a poster contest is held. The council chairman participates in the Five Day Plan cessation clinic at Hialeah Hospital and at other locations and also participates in the community health prevention program at Jackson Memorial Hospital. The council is also working with the South Florida Health Care Coalition to contain the cost of medicine by helping corporate business develop nonsmoking policies in the workplace, thus preventing or decreasing lung cancer, emphysema, and heart disease and absence from work, plus improving morale in the work place.

181. DADE-MONROE LUNG ASSOCIATION, 830 Brickell Plaza, Miami, Florida 33131.

Program Title:
Freedom From Smoking.

For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
John Carlson (305)377-1771.

Description:
The American Lung Association Freedom From Smoking program is presented by this organization in a classroom setting, primarily to employee groups. To complement the two manuals, a slide/tape show is presented, and participants view an exhibit.

182. DEPARTMENT OF HEALTH AND REHABILITATIVE SERVICES, SARASOTA COUNTY PUBLIC HEALTH UNIT, 2200 Ringling Blvd., Sarasota, Florida 33577.

Program Title:
I'll Never Start Smoking Club (I.N.S. CLUB).

Contact:
Judith Griffin, Health Educator (813)365-6566.

Description:
This program is offered to all Sarasota County third graders. High school Tri-Hi-Y club members volunteer their time to present a film and short lecture on smoking, after which the children join the I'll Never Start Smoking Club and receive a special club card.

183. DEPARTMENT OF HEALTH AND REHABILITATIVE SERVICES, SARASOTA COUNTY PUBLIC HEALTH UNIT, 2200 Ringling Blvd., Sarasota, Florida 33577.

Program Title:
Mobile Smoking Exhibit.

Contact:
Judith Griffin, Health Educator (813)365-2020.

Description:
This exhibit is approximately the size of a video game and includes information on how smoking effects the respiratory system and on the harmful ingredients in cigarettes. A computerized interactive component is included, consisting of a game in which participants answer questions and receive points shooting at cigarettes. In addition a pocket is attached for literature to be taken by those interested.

184. DEPARTMENT OF HEALTH AND REHABILITATIVE SERVICES, HEALTHSTYLES, 2681 Airport Road South B-105, Naples, Florida 33962.

Program Title:
Collier County Freedom From Smoking Coalition.

Contact:
Frank Mattera, Healthstyle Director (813)774-8200.

Description:
This program is held annually to unify the smoking cessation programs. Its three main goals are informing the public of the harmful effects of tobacco, increasing public awareness of the availability of smoking cessation programs, and surpassing all past records for total enrollment of participants in the smoking cessation program for the month. Flyers are distributed, information packets are sent to all television and radio stations, major newspaper articles are written, and 1-

hour talks on a radio program and three community presentations are given. These community presentations include Smokeless by the Wellness Center, Five Day Stop Smoking Plan by the Seventh-Day Adventist Church, Freedom from Smoking by the Rehab Fitness Program, and New Energy Living and Breathing by Naples Research and Counseling Center.

185. FLORIDA DENTAL ASSOCIATION, 3021 Swann Avenue, Tampa, Florida 33609.

Program Title:
Oral Cancer Education Program.

Contact:
Camille C. Symons, Communications Administrator (813)877-7597.

Description:
One of the predisposing factors in the development of cancer is longstanding chronic irritation, and among the most common irritants are tobacco and tobacco smoke. The Florida Dental Association in affiliation with the American Dental Association convey this message in a booklet designed to reinforce the knowledge that smoking is hazardous to oral health. Also available are dental information packets, including material that deals with the hazards of smoking. Posters, pamphlets, desk signs, and tent cards are available, all with a no-smoking message.

186. FLORIDA HOSPITAL, 601 East Rollins, Orlando, Florida 32803.

Program Title:
Five Day Plan.
For additional information about the Seventh-Day Adventist Five Day Plan see Part 1.

Contact:
Jim Hinson (305)897-1929.

Description:
The Five Day Plan to Stop Smoking is offered through this hospital to interested individuals. In addition, individuals knowledgeable in working with tobacco withdrawal programs counsel patients at bedside. The approach and the materials used are identical to those used in the Five Day Plan. The content and duration of the counseling is dependent upon the patient's needs.

187. GULF COAST LUNG ASSOCIATION, SAINT PETERSBURG OFFICE, 6160 Central Avenue, Saint Petersburg, Florida 33707. GULF COAST LUNG ASSOCIATION, LAKELAND OFFICE, 1520 South Florida Avenue, Lakeland, Florida 33801.

Program Title:
Octopuff in Kumquat.
For additional information about the American Lung Association Octopuff in Kumquat program see Part 1.

Contacts:
Alice C. Davis, Saint Petersburg (813)347-6133; Pamela T. Hudson, Lakeland (813)688-6512.

Description:
The elementary school antismoking program "Octopuff in Kumquat" is made available.

188. GULF COAST LUNG ASSOCIATION, SAINT PETERSBURG OFFICE, 6160 Central Avenue, Saint Petersburg, Florida 33707. GULF COAST LUNG ASSOCIATION, LAKELAND OFFICE, 1520 South Florida Avenue, Lakeland, Florida 33801.

Program Title:
Light Up–Strike Out.

Contacts:
Alice C. Davis, Saint Petersburg (813)347-6133; Pamela T. Hudson, Lakeland (813)688-6512.

Description:
This film and activities program is offered to middle school students. The program deals with the prevention of diseases and total body wellness.

189. GULF COAST LUNG ASSOCIATION, SAINT PETERSBURG OFFICE, 6160 Central Avenue, Saint Petersburg, Florida 33707. GULF COAST LUNG ASSOCIATION, LAKELAND OFFICE, 1520 South Florida Avenue, Lakeland, Florida 33801.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contacts:
Alice C. Davis, Saint Petersburg (813)347-6133; Pamela T. Hudson, Lakeland (813)688-6512.

Description:
The two self-help smoking cessation and maintenance manuals comprising the "Freedom From Smoking" program are distributed to high school students and adults. Group smoking cessation clinics are also conducted. Smokers are encouraged to kick the habit through behavior modification, factual presentations, and group support.

190. L.W. BLAKE MEMORIAL HOSPITAL, STATE OF FLORIDA, DEPARTMENT OF HEALTH AND REHABILITATIVE SERVICES, 2020 59th Street West, Brundenton, Florida 33529.

Program Title:
Five Day Plan to Stop Smoking.

Contact:
Dottie Favorite-Bates (813)792-6611.

Description:
Clinics are held twice annually, with additional ones as deemed necessary.

191. MANATEE MEMORIAL HOSPITAL, STATE OF FLORIDA, DEPARTMENT OF HEALTH AND REHABILITATIVE SERVICES, 206 Second Street East, Brandenton, Florida 33506.

Program Title:
Better Breathing.

Contact:
Nancy Taraba, Human Resources Department (813)746-5111.

Description:
Clinics are scheduled three times annually, in October, January, and May.

192. MERCY HOSPITAL, 3663 South Miami Avenue, Miami, Florida 33133.

Program Title:
Quit Smoking Program.

Contact:
Renee Romero (305)854-4400 ext. 2683.

Description:
Learning how not to smoke is the emphasis in this six-session cessation clinic. The clinic is based on an educational approach designed to help smokers realize the health hazards of smoking. During the 90-minute sessions, the discussions cover ways smokers can kick the habit, ways to cope with withdrawal problems, how to make the decision whether or not to quit, and how to write a contract identifying specifically how their behavior will change. Literature for this program is provided by the American Cancer Society, the American Lung Association, and the American Heart Association. A film and slide/tape presentation also are used.

193. NAPLES RESEARCH AND COUNSELING CENTER, 9001 Tamiami Trail East, Naples, Florida 33942.

Program Title:
New Energy for Living and Breathing.

Contact:
Fred Wass (813)775-4500.

Description:
This program is held on five consecutive Tuesday evenings. Smoking cessation commences on the second Tuesday. This is reinforced through strong positive behavior modification. Relaxation therapy and meditation are also used. The medical symptoms of nicotine are discussed.

194. NAPLES WELLNESS CENTER, NAPLES COMMUNITY HOSPITAL, INC., P.O. Box 2507, Naples, Florida 33939.

Program Title:
Smokeless.

Contact:
Henry Trollinger, Assistant Director (813)263-8817.

Description:
The Smokeless smoking cessation system provides behavior modification techniques. The Naples Community Hospital Wellness Center offers this program to hospital employees and the community. The basic cost of the program is $140.

195. NICOTINE WITHDRAWAL CLINIC, 3585 Kori Road, Suite 3, Jacksonville, Florida 32217.

Program Title:
Stop Smoking Program.

Contact:
M. Eileen Wiggins (904)262-3585.

Description:
This comprehensive medical treatment administered by a licensed physician for the cessation of smoking addresses both the physiological effects and the psychological aspects of smoking. The process involves the administration of medication to eliminate the unpleasant withdrawal symptoms. The patients receive instructions on diet, stress management, and cognitive behavior modification to counteract the smoking habit. A trained staff monitors the patient's progress and success periodically, up to 1 year.

196. NICOTINE WITHDRAWAL CLINIC, 4700 North Habana, Suite 109, Tampa, Florida 33614.

Program Title:
Walk Away From Smoking Once and For All.

Contact:
Keri Collins, Director (813)875-6114.

Description:
The Nicotine Withdrawal Clinic offers a comprehensive medical treatment administered by a licensed physician for the cessation of smoking. The corporation has three offices in the State of Florida, located in Jacksonville, Winter Park, and Tampa, and other clinics in 20 major cities throughout the United States. The treatment addresses both the physiological effects and the psychological aspects of smoking and involves the administration of medication to eliminate or greatly decrease the unpleasant withdrawal symptoms normally associated with nicotine addiction. The patients also receive instructions on diet, stress management, and cognitive behavior modification to counteract the smoking habit.

197. REHAB FITNESS PROGRAM AMERICAN LUNG ASSOCIATION OF FT. MYERS, 28 10th Street South, Naples, Florida 33940.

Program Title:
Freedom From Smoking-Self Help Method.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Marty Sheff, Clinic Leader (813)261-4592.

Description:
The smokers follow the Freedom From Smoking program on their own. This self-help approach enables the ex-smoker to maintain and reinforce his newly acquired nonsmoking lifestyle.

198. REHAB FITNESS PROGRAM, AMERICAN LUNG ASSOCIATION OF FT. MYERS, 28 10th Street South, Naples, Florida 33940.

Program Title:
Freedom From Smoking Group Clinic.

Contact:
Marty Sheff, Clinic Leader (813)261-4592.

Description:
The Freedom From Smoking Group Clinic provides a behavior modification program consisting of seven sessions emphasizing alternatives to smoking, relaxation, and coping mechanisms. A physician gives lectures and the ALA manual is available.

199. RIGHT TO BREATHE INC., P.O. Box 7772, Naples, Florida 33941.

Program Title:
Control Smoking in Public Meetings and Public Places.

Contact:
Henry Olness, President (813)262-7767.

Description:
Working in support of a county ordinance limiting smoking in certain public areas, this program provides incentives and ideas to individuals wishing to forward the rights of nonsmokers. By urging nonsmokers to assert their rights, and by providing free nonsmoking materials, adherence to this ordinance is encouraged. Among the available free materials are brochures, pamphlets, and buttons designed by the American Lung Association. Copies of selected newspaper articles detailing the hazards of smoking and the rights of nonsmokers also are available. Signs are provided for restaurants, stores, offices, and other public areas.

200. SEVENTH-DAY ADVENTIST CHURCH, 1055 Pine Ridge Road, Naples, Florida 33940.

Program Title:
Five Day Breath Free Smoking Program.

Contact:
Rick LaVenture, Minister of Naples Adventist Church (813)598-3744.

Description:
This a group therapy program lasting five evenings. Films are shown and lectures are given on the consequences of smoking on health. The focus is on helping the participant through the withdrawal period. After the program, a support system is encouraged and handouts are available. This program is offered four times a year and is free of charge.

201. ST. MARY'S HOSPITAL, INC., 901 45th Street, West Palm Beach, Florida 33407.

Program Title:
Smokeless.

Contact:
Sally D. Chester (305)844-6300.

Description:
Smokeless is a highly structured 4-day program that teaches the psychological, social, physiological, and behavioral skills required to achieve complete abstinence from smoking.

202. UNIVERSITY OF MIAMI SCHOOL OF MEDICINE DEPARTMENT OF EPIDEMIOLOGY AND PUBLIC HEALTH, P.O. Box 016069, Miami, Florida 33101.

Program Title:
The Stop Smoking Program.

Contact:
Julio Benezra (305)547-6972.

Description:
The Stop Smoking Program is a 5-day, 10-hour cessation program composed of three phases: Assessment, Intervention, and Maintenance. The Assessment phase gathers the following baseline information to be analyzed: (1) 24-hour cigarette tally in which a participant records the time a cigarette is smoked, the activity engaged in, and the feeling at the moment; (2) the Why I Smoked questionaire from the Smokers' Self Test by the National Clearing House for Smoking and Health is used to help the smoker become aware of the factors involved in addiction; (3) a variety of techniques aimed at preparing for a set quit date. A unique feature is the daily carbon monoxide measurement taken to obtain a baseline level for comparing daily changes. During the Intervention Phase, the facilitator and participant discuss the various cessation techniques available to eliminate the urge to smoke. The Mainenance Phase begins after smoking cessation and lasts for 24 hours. Information is analyzed and various techniques are implemented, including role playing, analysis of smoking triggers, and the interaction of mood-altering drugs and medications on smoking cessation efforts. Participants receive daily inspirational post cards with three characters "The Heart," "The Lungs," and "Bill Fold" (wallet) for 1 month. The messages are humorous, but help to maintain awareness and guard against future triggers.

GEORGIA

203. AMERICAN LUNG ASSOCIATION OF ATLANTA, INC., 723 Piedmont Avenue NE., Atlanta, Georgia 30365.

Program Title:
Biofeedback Smoking Education Program.

Contact:
Sandra W. Colt (404)872-9653.

Description:
This program uses biofeedback equipment to measure the immediate physiological effects of smoking to inform students about the health hazards of smoking. Rather than using a lecture approach, the program gives students tools to gather the information themselves. Program materials include student and instructor guide sheets for each experiment; a curriculum outline for instructors; and tabulation sheets for conducting the experiment. The biofeedback equipment consists of an Ecolyzer (carbon monoxide analyzer), cardiotachometer, digital thermometer, and a tremor tester.

204. AMERICAN LUNG ASSOCIATION OF ATLANTA, INC., 723 Piedmont Avenue NE., Atlanta, Georgia 30365.

Program Title:
Carbon Monoxide Screening.

Contact:
Sandra W. Colt (404)872-9653.

Description:
Carbon monoxide screening for individuals is done using an Ecolyzer. Participants are given a card with their reading and a chart that explains the health effects that can result from that level of carbon monoxide. The screening is done in conjunction with an antismoking educational display. The primary sites for screening are health fairs and corporations.

205. AMERICAN LUNG ASSOCIATION OF ATLANTA, INC., 723 Piedmont Avenue NE., Atlanta, Georgia 30365.

Program Title:
Freedom From Smoking in Twenty Days.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Sandra W. Colt (404)872-9653.

Description:
This self-help smoking cessation program is designed for highly motivated people who need guidance to stop smoking. The program is very structured, with a step-by-step approach. The two manuals contain information on the physiological and psychological aspects of smoking cessation and problems that can arise, and offer suggestions for dealing with these problems. Stress management, diet, and exercise are also covered. A very important component of the program is the maintenance manual.

206. AMERICAN LUNG ASSOCIATION OF ATLANTA, INC., 723 Piedmont Avenue NE., Atlanta, Georgia 30365.

Program Title:
Self-Help Plus.

Contact:
Sandra W. Colt (404)872-9653.

Description:
This 3-week, six-session smoking cessation clinic is based on the self-help concept. Participants are given manuals to carry home. Information on modifying behavior and dealing with stress, nutritional counseling, and relaxation techniques is included in the clinic sessions.

207. AMERICAN LUNG ASSOCIATION OF ATLANTA INC., 723 Piedmont Avenue NE., Atlanta, Georgia 30365.

Program Title:
Smoking and Pregnancy.
For additional information about the American Lung Association Smoking and Pregnancy program see Part 1.

Contact:
Sandra W. Colt (404)872-9653.

Description:
This program is designed to alert women and their health care providers concerning the dangers of smoking during pregnancy. The Health Care Provider Kit contains information on the physiological, psychological, and sociological factors relevant for the woman who smokes. There are also counseling tips for the health care provider to use with the maternal smoker. The woman receives a kit containing information to reinforce her decision not to smoke for the health of her baby.

208. AMERICAN LUNG ASSOCIATION OF ATLANTA, INC., 723 Piedmont Avenue NE., Atlanta, Georgia 30365.

Program Title:
Speaker's Bureau on Smoking and Health.

Contact:
Sandra W. Colt (404) 872-9653.

Description:
Pulmonary physicians, respiratory therapists, and health educators are available for presentations on smoking and health.

209. AMERICAN LUNG ASSOCIATION OF ATLANTA, INC., 723 Piedmont Avenue NE., Atlanta, Georgia 30365.

Program Title:
Valentine's Day Smoking Sampler.

Contact:
Sandra W. Colt (404)872-9653.

Description:
This public service event is held once a year at a local Atlanta mall with different smoking cessation programs and clinics in the metropolitan Atlanta area providing displays and representatives for the public to meet. The concept for this program is to enable members of the public to find the program that is best for their needs.

210. AMERICAN LUNG ASSOCIATION OF ATLANTA, INC., 723 Piedmont Avenue NE., Atlanta, Georgia 30365.

Program Title:
Quitters Are Winners.

Contact:
Frances Fisher (404)872-9653.

Description:
This is a six-session smoking cessation clinic that encourages quitting "cold turkey" by emphasizing individual motivation and responsibility for smoking cessation assisted by group support. The sessions run for a period of 5 consecutive days (Monday through Friday) and again on the following Monday. Clinics are usually held in the evenings from 7:00 to 9:00 P.M., but often there are noon clinics.

211. AMERICAN LUNG ASSOCIATION OF GEORGIA, 2452 Spring Road, Smyrna, Georgia 30080.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Jeanne M. Nelson, Program Director (404)876-3601.

Description:
A six-session smoking cessation clinic is offered, using a behavior modification format. A leader's guide and handouts pertaining to the content of each session are used, along with informational pamphlets and films produced by the American Lung Association. Statistics will be compiled after the first year of program implementation, and annually thereafter. The program is being implemented in all 10 branches of the State Lung Association.

212. AMERICAN LUNG ASSOCIATION OF GEORGIA, 2452 Spring Road, Smyrna, Georgia 30080.

Program Title:
Octopuff in Kumquat.
For additional information about the American Lung Association Octopuff in Kumquat program see Part 1.

Contact:
Jeanne M. Nelson, Program Director (404)876-3601.

Description:
This program is implemented statewide in all 10 branch offices of the State Lung Association.

213. AMERICAN LUNG ASSOCIATION OF GEORGIA, 2452 Spring Road, Smyrna, Georgia 30080.

Program Title:
Youth Conference on Smoking and Health.

Contact:
Jeanne Nelson, Program Director (404)876-3601.

Description:
This 1-day annual conference makes students aware of the hazards of smoking and helps them become leaders in preventive smoking behavior. During the session, representative area fifth graders along with an adult sponsor (parent, teacher, principal, or curriculum director) attend lectures, view films, and engage in discussions on the harmful effects of smoking. Students also learn about developing programs that will discourage others from smoking, and return to their schools to act as peer teachers. In addition, attendees are offered the opportunity to write and produce antismoking television public service announcements under the direction of the staff of a local station. Outstanding spots are selected by the studio staff and shown three times a day throughout the year. The 1981 Conference was the 11th such program.

214. ATLANTA LUNG ASSOCIATION, INC., 723 Piedmont Avenue NE., Atlanta, Georgia 30365.

Program Title:
Octopuff in Kumquat.
For additional information about the American Lung Association Octopuff in Kumquat program see Part 1.

Contact:
Sandra W. Colt (404)872-9653.

Description:
This program features an antismoking and antipollution message. The target audience is kindergarten through third grade. Components of the program are an animated film, teacher guide, and coloring workbooks for the children. Also available is an adult-sized Octopuff costume.

215. CANCER CONTROL COMMUNITY HEALTH SECTION, 878 Peachtree Street NE., Atlanta, Georgia 30309.

Program Title:
Public Information Program.

Contact:
Carol Steiner (404)894-4405.

Description:
The Department operates in conjunction with the State and local chapters of the American Heart Association, the Georgia Lung Association, and the American Cancer Society, helping with their programs and using their materials.

216. DEKALB COUNTY HEALTH DEPARTMENT, AMERICAN LUNG ASSOCIATION, 440 Winn Way, Decatur, Georgia 30030.

Program Title:
Smoking and Pregnancy Program.

Contact:
Wanda Walton (404)294-3803.

Description:
The Smoking and Pregnancy Program is aimed at motivating women not to smoke cigarettes during pregnancy and to remain off cigarettes after they have quit. The Health Department uses this program to discuss the effects of smoking during pregnancy with groups of pregnant women. A slide/tape presentation is also used to make pregnant women aware of the risk involved. Health educators and public health nurses are provided a handbook with specific guidelines on how to counsel pregnant women not to smoke. A kit is provided that includes information on the dangers of smoking to the unborn baby, tips on how to stop smoking, and a reference list of stop-smoking programs.

217. NORTHEAST GEORGIA MEDICAL CENTER, 743 Spring Street NE., Gainesville, Georgia 30505.

Program Title:
Freedom From Smoking–Public and Patient Education.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Judy Hodge, Educational Services Department (404)535-3495.

Description:
The leaders of this program are trained by the Georgia Lung Association, Northeast Branch, in the ALA smoking cessation program. Smoking cessation and antismoking material is available at community educational programs to the patients and employees. The Medical Center cooperates with other agencies in conducting smoking programs such as the American Cancer Society's Great American Smokeout.

218. WAYNE COUNTY HEALTH DEPARTMENT, 261 West Plum Street, Jesup, Georgia 31545.

Program Title:
Smoking and Stress.

Contact:
Pearly Morgan (912)427-2042.

Description:
This is a five-part series done in the prenatal clinics. The main emphasis is on the effect of smoking and drugs on the unborn fetus. The program is conducted in group sessions, and smokers are given individual attention.

219. WILDWOOD SANITARIUM AND HOSPITAL, Coosa Valley Health District, Wildwood, Georgia 30757.

Program Title:
Stop Smoking Clinic.

For complete information about the Seventh-Day Adventist Plan see Part 1.

Contacts:
Dr. Richard Hansen or Verenice Hawkins (404)820-1493.

Description:
This program is based on the Seventh-Day Adventist Plan.

HAWAII

220. AMERICAN LUNG ASSOCIATION OF HAWAII, 245 North Kukui Street, Honolulu, Hawaii 96817.

Program Title:
Biofeedback Anti-Smoking Education Project.

Contact:
Julie Young, Director of Health Education (808)537-5966.

Description:
This program brings four biofeedback machines into junior and senior high schools to demonstrate to the students the immediate effect that one cigarette can have on the body. By increasing the students' awareness of these adverse effects, an incentive is created to either quit smoking, cut back, or switch to a brand with lower tar and nicotine levels. The four machines used are Minico carbon monoxide analyzer, Instapulse, tremor tester, and Cyborg feedback thermometer. Participants are surveyed 6 months after completing the program to determine behavioral changes.

221. AMERICAN LUNG ASSOCIATION OF HAWAII, Cameron Center, 95 Mahalani Street, Wailuku, Hawaii 96793.

Program Title:
Stop Smoking Clinic.

Contact:
Debby Justice, Program Assistant (808)244-5110.

Description:
A trained hypnotherapist discusses with smokers the physiological and psychological aspects of quitting smoking. A positive approach is emphasized, and techniques of self-hypnosis and visual imagery are used. Six-month success rates are assessed.

222. AMERICAN LUNG ASSOCIATION OF HAWAII, Cameron Center, 95 Mahalani Street, Wailuku, Hawaii 96793.

Program Title:
Biofeedback Smoking Awareness Program.

Contact:
Debby Justice, Program Assistant (808)244-5110 or 242-9041.

Description:
This is a 2-day program designed to demonstrate to sophomore high school students the effects of one cigarette on the body. On the first day, the students utilize four biofeedback machines to determine their individual norms; volunteer smoker students (with parental permission) smoke one cigarette and are retested on the machines. The four machines are an Ecolyzer carbon monoxide analyzer, a tremor tester, a dopler ultrasonic pulse monitor, and a Cyborg feedback thermometer. On the second day, an interpretation of the class average and of the volunteer smokers' before and after test results is presented to the students, with a followup talk using posters explaining the effects of tobacco and marijuana smoke on the body.

223. AMERICAN LUNG ASSOCIATION OF HAWAII, Cameron Center, 95 Mahalani Street, Wailuku, Hawaii 96793.

Program Title:
Don't Let Your Lungs Go To Pot.

Contact:
Debby Justice, Program Assistant (808)244-5110 or (808)242-9041.

Description:
This program is for grades 4 to 12 and is geared accordingly. It consists of a discussion of the similarities and differences in the effects of tobacco and marijuana on the growing body, utilizing posters, real lung specimens, and printed handouts. Two films, "Feminine Mistake" and "Marijuana Alert," are made available as part of this program. This curriculum is offered in a slightly modified form for adult groups.

224. DEPARTMENT OF HEALTH, HEALTH PROMOTION AND EDUCATION OFFICE, 1250 Punchbowl Street, Honolulu, Hawaii 96813.

Program Title:
Smoking Education Program.

Contact:
Marion Akamine (808)548-5886.

Description:
This program helps smokers to quit on their own and discourages nonsmokers from taking up the habit by providing counseling, literature, and audiovisual materials. The materials describe the effects of smoking and provide specific techniques for smoking cessation. Materials are obtained from national sources, including the American Cancer Society.

225. HAWAII INTERAGENCY COUNCIL ON SMOKING AND HEALTH, Chronic Disease Branch, P.O. Box 3378, Honolulu, Hawaii 96801.

Program Title:
Coordinated Smoking Education Program.

Contact:
Kleona Rigney (808)548-5835.

Description:
Eleven organizations have joined forces to disseminate information regarding smoking hazards, in an effort to reduce mortality and morbidity from smoking-related dis-

eases. These organizations are the Department of Health, the Department of Education, the Lung Association, the Cancer Society, the Cystic Fibrosis Association, the Hawaii Hospital Association, the Hawaii Medical Association, the Hawaii Nurses Association, the Hawaii Dental Association, the Hawaii Congress of Parents and Teachers, and the Community Cancer Program of Hawaii. These organizations meet monthly to share new materials, plan legislative strategies, and assist in the Great American Smokeout and other antismoking activities. Materials are shared among the participating agencies.

226. HONOLULU CITY AND COUNTY DEPARTMENT OF HEALTH, 1455 South Beretania Street, Honolulu, Hawaii 96814.

Program Title:
Smoking Education.

Contact:
Melinda Chee, Health Education Coordinator (808)943-3131.

Description:
The hazards of smoking are discussed with city and county employees in group settings and individually. Printed materials from the American Lung Association, the American Heart Association, the U.S. Department of Health and Human Services, and the Hawaii State Department of Health are available.

227. STRAUB CLINIC AND HOSPITAL, INC., 888 South King Street, Honolulu, Hawaii 96813.

Program Title:
Quit Smoking Program.

Contact:
Lindsay W. Dodge, Health Educator (808)523-2311 ext. 8325.

Description:
Education and cessation techniques are combined in this program to acquaint the smoker with the reasons he smokes and to help to develop a method he can follow to stop. All clients are seen on an individual basis. During the first session, an audiovisual presentation is made. For the next week, the smoker keeps a smoking diary, which is used by the staff to develop an appropriate quitting strategy. The smoker participates with the staff in the development of the strategy that employs behavior modification and positive reinforcement techniques. Thereafter, once a week, the smoker calls back to report on his or her progress. The calls continue until the smoker kicks the habit. In addition to counseling, the program utilizes brochures from the American Cancer Society and the U.S. Department of Health and Human Services.

IDAHO

228. DISTRICT 7 HEALTH DEPARTMENT, P.O. Box 1855, Idaho Falls, Idaho 83403.

Program Title:
Choose Health.

Contact:
Mary Griffith (208)522-0310.

Description:
Worksite risk-reduction classes, once designed to teach only cardiac risk-factor awareness, have been modified to include cancer-awareness content. Smoking is used as a "linch-pin" concept to lead a discussion of cardiac risks into cancer risks and highlight the message that smoking is one of the few risk factors that qualifies as a major consideration in both diseases. Handouts from all major smoking cessation organizations are utilized. This program is supported by the Idaho Cancer Coordinating Committee.

229. DISTRICT 7 HEALTH DEPARTMENT, P.O. Box 1855, Idaho Falls, Idaho 83403.

Program Title:
Chewing 'N Dipping: The Price of a Pinch.

Contact:
Barbara E. Britschgi (208)522-0310 ext. 156.

Description:
A 50-minute classroom program is available upon request from individual schools for students in health classes in grades 7 to 12. The students are introduced to (1) the positive and negative aspects of chewing tobacco; (2) a brief history of its use; (3) the health consequences of its use; (4) marketing strategies of the tobacco industry; and (5) techniques for dealing with peer pressure. A videotape introduces spokesmen from the American tobacco industry and health officials. Students are encouraged to make responsible decisions to use or not use smokeless tobacco products. Students also complete an anonymous survey on tobacco use.

230. DISTRICT 7 HEALTH DEPARTMENT, Jefferson County Courthouse School District No. 251, Rigby, Idaho 83442.

Program Title:
STEP (School Tobacco Education Program).

Contact:
Maryn Graham (208)745-7297.

Description:
Tobacco education to 6th, 8th, and high school students is provided sequentially by (1) teachers using films and printed materials; (2) upper-class peer groups teaching sixth graders; (3) public health nurses offering physiologic screenings (blood pressure, pulse, fine motor movement, CO levels); and (4) adult subjects demonstrating before and after smoking physiologic measurements. The program is funded by the Idaho Cancer Coordinating Committee.

231. KOOTENAI MEDICAL CENTER, 2003 Lincoln Way, Coeur d'Alene, Idaho 83814.

Program Title:
Smokeless.

Contact:
Nancy K. Holland (208)667-6441.

Description:
This program was designed by the American Institute of Preventive Medicine. The smoking habit is viewed from psychological, social, physiological, and behavioral perspectives. Phases of the program include preparation, skill development, and maintenance. Behavior modification and aversive techniques are used.

232. NORTH CENTRAL DISTRICT HEALTH DEPARTMENT, 1221 F Street, Lewiston, Idaho 83501.

Program Title:
Freedom From Smoking.
For complete information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Alice Vollbrecht (208)799-3100.

Description:
This seven-session class based on the Freedom From Smoking program is planned to be offered by the local hospital.

233. NORTH CENTRAL DISTRICT HEALTH DEPARTMENT, 1221 F Street, Lewiston, Idaho 83501.

Program Title:
FreshStart from American Cancer Society.
For additional information about the American Cancer Society FreshStart program see Part 1.

Contact:
Alice Vollbrecht (208)799-3100

Description:
Classes consist of four sessions, 1 hour each, and include a discussion of why the participant smokes and why he wants to quit. The participant is provided with information regarding the effects of cigarette smoking, methods of smoking cessation, and coping skills to maintain smoking cessation.

234. PANHANDLE HEALTH DISTRICT, 2195 Ironwood Court, Coeur d'Alene, Idaho 83814.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1

Contact:
J. Roye Ely, Health Educator (208)667-3481.

Description:
This 7-week class is based on the American Lung Association's format. It is a highly structured program that provides a systematic approach to quitting. The focus is on identifying what needs are met by smoking and then exploring alternative ways of satisfying these needs. Participants are asked to quit by the third session. The importance of maintenance is stressed. Classes are offered during the day or evening depending on the demand.

ILLINOIS

235. ABRAHAM LINCOLN MEMORIAL HOSPITAL, 315 Eighth Street, Lincoln, Illinois 62656.

Program Title:
SmokeStoppers.

Contact:
Gayle Lessen, Administrator's Secretary (217)732-2161 ext. 426.

Description:
SmokeStoppers is a 5-day program designed as a complete behavior management program utilizing personal stress management and nutritional awareness as vehicles for smoking cessation. The first introductory session is free. One week later, four consecutive 1 1/2 hour sessions begin. Total cost is $140. (Hospital employees are reimbursed 50 percent of cost after 6 months of continuous no smoking and 50 percent after 1 year of continuous no smoking.)

236. AMERICAN LUNG ASSOCIATION (THE CHRISTMAS SEAL PEOPLE), 1440 West Washington Blvd., Chicago, Illinois 60607.

Program Title:
Smoking and Pregnancy Kit for Health Care Providers.
For additional information about the American Lung Association Smoking and Pregnancy program see Part 1

Contact:
Barbara E. Spakowski (312)243-2000 ext 265

Description:
The program outlines to health care professionals and their patients the dangerous implications of smoking while pregnant, using the Health Care Provider Kit to counsel pregnant patients about smoking. Included in this kit are a comprehensive guide to using the materials, a graphic flip chart to aid in counseling, and a variety of additional resource pieces for the health care provider. The second part of the kit contains a question and answer leaflet on the effects of smoking during pregnancy directed at the pregnant smoker.

237. AMERICAN LUNG ASSOCIATION OF ILLINOIS, P.O. Box 2576, 1 Christmas Seal Drive, Springfield, Illinois 62708.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Jerry Drewes, Assistant Executive Director (217)528-3441.

Description:
The self-help manuals "Freedom From Smoking in 20 Days" and "A Lifetime of Freedom From Smoking" are distributed on request.

238. AMERICAN LUNG ASSOCIATION OF NORTH CENTRAL ILLINOIS, 402 Countryside Center, Yorkville, Illinois 60560.

Program Title:
Smoking Control Program.

Contact:
Nancy J. Russell (312)553-7000.

Description:
This comprehensive program involves three styles of smoking withdrawal clinics, smoking prevention programs for adolescents, and promotion of the rights of the nonsmoker. Nonsmokers are encouraged to assert their rights to breathe air free from smoke, and establishment of smoking restrictions in enclosed public places is promoted. Materials used include those produced by the national American Lung Association; appropriate materials from other affiliates, health departments, and the U.S. Department of Health and Human Services; and some locally produced materials that are designed to meet specific area needs. Program success is evaluated subjectively on the basis of observations of decreased cigarette sales, appearance of more nonsmoking signs, enactment of local regulations, observation of more nonsmoking areas in restaurants, and increased numbers of public inquiries, as well as via yearly followup reviews of students and telephone and letter followup of participants in cessation clinics.

239. AMERICAN LUNG ASSOCIATION OF NORTH CENTRAL ILLINOIS, 402 Countryside Center, Yorkville, Illinois 60560.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Nancy Klossing, Smoking Cessation Program Coordinator (312)553-7000.

Description:
Freedom From Smoking Clinics are offered for those who want the support of a group. Seven sessions are conducted over a 7-week period. Smokers quit at the third session; the last four sessions emphasize maintenance of a new nonsmoking lifestyle. The self-help manuals "Freedom From Smoking in 20 Days" and "A Lifestyle of Freedom From Smoking" are distributed on request.

240. ANCHOR ORGANIZATION FOR HEALTH MAINTENANCE, ACADEMIC FACILITY, 600 South Paulina Street, Chicago, Illinois 60612.

Program Title:
FreshStart.
For additional information about the American Cancer Society FreshStart program see Part 1.

Contact:
Robert Jecklin, Director of Health Education (312)666-7607.

Description:
Smokers meet for 1 hour, four times over a 2-week period, in classes based on the American Cancer Society FreshStart Program. Fees are covered by Anchor members' premiums; nonmembers pay a $50 fee (includes materials).

241. BROMENN HEALTHCARE, THE WELLNESS CENTER, 807 North Main Street, Bloomington, Illinois 61702.

Program Title:
Quit Smoking Workshop.

Contact:
John H. Libert, Executive Director, The Wellness Center (309)827-4321.

Description:
This 6-week program meets 1 1/4 hours per week. It is offered to the general public six times per year and to local businesses on a contract basis. The program involves a strong behavior modification framework, using lecture, audiovisuals, worksheets, and discussion to inform and guide participants in their cessation process. A wellness approach includes blood pressure and lung assessment at beginning and conclusion, nutritional and exercise ideas, and stress management techniques. Group support and interaction is a strong component in the program as well.

242. CHICAGO HEART ASSOCIATION, 20 North Wacker Drive, Chicago, Illinois 60606.

Program Title:
Dissemination of Educational Material.

Contact:
Heart Information Service (312)346-4675.

Description:
This program disseminates information on smoking cessation and on smoking as a major risk factor for cardiovascular disease. Educational materials such as films, pamphlets, and posters are available to community groups and to individuals. This material also is distributed at health fairs and through hospitals and community agencies. Speakers are available.

243. CHICAGO LUNG ASSOCIATION, 1440 West Washington Blvd., Chicago, Illinois 60607.

Program Title:
Esta su Vida Yendose en Humo? (Is Your Life Going Up in Smoke?).

Contact:
Michael McCafferty (312)243-2000 ext. 64.

Description:
The foreign language departments of high schools and colleges in Cook County are targeted to receive the bilingual (Spanish/English) pamphlet "Is Your Life Going Up in Smoke?" This innovative presentation catches the attention of the young people, as well as being one of the only methods that can effectively reach the Spanish-speaking population. The message in the pamphlet encourages young people to remain or become nonsmokers. Tips on quitting are also included. When the pamphlet is sent to the students

of a language department, the teachers are sent a sheet of suggested activities. Teachers are also asked to respond to an evaluation of the program.

244. CHICAGO LUNG ASSOCIATION, 1440 West Washington Blvd., Chicago, Illinois 60607.

Program Title:
Ecolyzer Project.

Contact:
Percy Cook (312)243-2000.

Description:
An Ecolyzer breath-test machine is used at health fairs, festivals, community centers, and schools. Testing shows the amount of carbon monoxide present in the blood. By demonstrating that smokers have higher levels of carbon monoxide than nonsmokers, an incentive is created for the smoker to quit. As part of the Ecolyzer test, a pamphlet describing the risks of higher levels of carbon monoxide is distributed, along with quit-smoking kits, referral lists of cessation clinics, and balloons. The program is evaluated by interpreting the results from a mail survey.

245. CHICAGO LUNG ASSOCIATION, 1440 West Washington Blvd., Chicago, Illinois 60607.

Program Title:
Smoking and Pregnancy.

Contact:
Barbara Spakowski (312)243-2000 ext. 265.

Description:
Three times a year, the Chicago Lung Association conducts a 1-week program to promote the good health of 14- to 19-year-old pregnant adolescents in a special school. In addition to attending to the special informational needs of this target group, the program attempts to increase the number of nonsmokers and to reduce the impact of passive smoking. A film "The Feminine Mistake" is shown, and pamphlets, posters, and puzzles are distributed. Other activities and materials include lecture and discussion, role playing, reading materials, worksheets, and a behavior change progress chart. Participants are presented with certificates. The program is part of this target group's comprehensive health education curriculum. As part of the evaluation of the program, pre- and posttests of the participants are conducted.

246. CHICAGO LUNG ASSOCIATION, 1440 West Washington Blvd., Chicago, Illinois 60607.

Program Title:
"You Can Be in Control" Smoking Cessation Clinic.

Contact:
Michael McCafferty (312)243-2000.

Description:
This cessation clinic is based on the premise that smoking is a learned habit, and quitting is a process of unlearning this habit while replacing it with healthy new alternatives. Participants either quit smoking or reduce their tobacco consumption by 50 percent. The program utilizes a reduction method of quitting, self-control techniques, relaxation, and group/buddy methods. Materials utilized include posters, questionnaires, quit-smoking kits, time charts, daily record cards, worksheets, contracts, buddy cards, progress charts, and films. Certificates are awarded to the participants. Individuals trained by the Chicago Lung Association act as teachers. This program was developed by both the University of Illinois–Chicago Circle Campus, Department of Psychology, and the Chicago Lung Association. An evaluation has been conducted.

247. CHICAGO LUNG ASSOCIATION, 1440 West Washington Blvd., Chicago, Illinois 60607.

Program Title:
Quit Smoking Self-Help Kit.

Contact:
Michael McCafferty (312)243-2000.

Description:
Upon request, a packet of self-help material is distributed to smokers who want to quit. This packet contains a self-help test booklet, pamphlets, tips on quitting, tips on controlling weight, a goal-setting sheet, a button, and a bookmark. Also included is a list of the smoking cessation clinics that are conducted in the community. Subjective evaluation of this program has been conducted.

248. CHICAGO LUNG ASSOCIATION, 1440 West Washington Blvd., Chicago, Illinois 60607.

Program Title:
Teacher Inservice Program.

Contact:
Barbara Spakowski (312)243-2000 ext. 265.

Description:
Upon request, a professional staff representative of the Chicago Lung Association's Smoking and Health Section visits schools to present an inservice program to teachers on current trends in smoking. The presentation uses overhead transparencies to inform teachers about these trends and motivate the teachers to teach about the hazards of smoking. Free no-smoking educational material is offered for the teachers to use in their classrooms. These materials include pamphlets, posters, and game sheets and puzzles. Feedback has been received from principals and teachers.

249. CHICAGO LUNG ASSOCIATION, 1440 West Washington Blvd., Chicago, Illinois 60607.

Program Title:
How To Conduct a Stop-Smoking Clinic, Training Workshop.

Contact:
Michael McCafferty (312)243-2000.

Description:
A 2-day training program is offered health professionals and other interested persons who want to organize and conduct stop-smoking clinics in their community, hospital, or workplace. Participants develop an understanding of the behavioral approach to quitting smoking and learn the health effects of smoking in order to be able to conduct the Chicago Lung Association's cessation clinic "You Can Be in Control." The following four skills are practiced: behavior modification techniques, relaxation techniques, leadership and group methods, and communication. The training clinic uses a training manual complete with background information on smoking and health, and communication skills. The film "Is It Worth Your Life" is shown.

250. CHICAGO LUNG ASSOCIATION, 1440 West Washington Blvd., Chicago, Illinois 60607.

Program Title:
National Education Week on Smoking–Promotional Program.

Contact:
Barbara Spakowski (312)243-2000 ext. 265.

Description:
Each year in the week of January 11th, every elementary school principal in Cook County is encouraged to participate in the National Education Week on Smoking. This program serves to increase the awareness of the annual release of the Surgeon General's Report on Smoking and Health, and to reduce the number of smokers in the county. Participation of the school principals involves motivating as many of their teachers as possible to teach about the hazards of smoking and to order Chicago Lung Association materials for their schools. The materials provided free of charge include a 1-week plan for each teacher and game sheets for 35 children. A special packet is available for each grade from kindergarten through eight. Feedback is provided via evaluation forms.

251. CHICAGO MEDICAL SOCIETY (COOK COUNTY), 515 North Dearborn Street, Chicago, Illinois 60610.

Program Title:
Tel-Med (Direct Line to Health Information).

Contact:
Barbara J. Govostis, Director (312)670-2550.

Description:
Operating as part of the national Tel-Med, Inc., of Colton, California, the Chicago Medical Society provides a switchboard service that gives callers access to taped medical information. Of the 215 available tapes, eight deal with smoking and health. Titles of these tapes are "Do You Want To Stop Smoking?," "Reducing the Risks of Smoking," "Gimmicks To Help You Stop Smoking," "Weight Control While Quitting Smoking," "Why a Woman Should Quit Smoking," "How Smoking Affects Your Health," "What Do You Get Out of Smoking?" and "Effects of Cigarette Smoking on the Non-Smoker." The switchboard is staffed by an operator. Approximately 2,000 callers a week use this service. The telephone number of the switchboard is (312)670-3670.

252. COPLEY HEALTH AWARENESS CENTER, Lincoln and Weston Avenues, Aurora, Illinois 60505.

Program Title:
I Quit Smoking.

Contacts:
Gayle Iennarella or Corine Wallace (312)844-1000 ext. 4739/4737.

Description:
This six-session clinic led by a qualified team of health professionals is designed to help individuals desiring to break the cigarette habit. A group format is used to generate a support system. All facets of the cigarette habit are explored, and a variety of techniques are offered to modify this behavior calmly, without weight gain, and with a new air of confidence.

253. FREEPORT MEMORIAL HOSPITAL, 1045 West Stephenson, Freeport, Illinois 61032.

Program Title:
Smokebreakers.

Contact:
Sarajane Goers, Patient Care Coordinator (815)235-4131 ext 367.

Description:
This Smokebreakers program is scheduled quarterly and upon request. It consists of six 1 1/2 hour sessions. Methods employed are the behavior modification theory, pathophysiology, stress reduction techniques, and diet management. Goals are set by the smoker after consultation and self-contracting. The cost of the program is $40.

254. GOTTLIEB MEMORIAL HOSPITAL, 8700 West North Avenue, Melrose Park, Illinois 60160.

Program Title:
Stop-Smoking Clinic.

Contact:
Edward Lorgeree (312)450-4526.

Description:
This 6-week program of behavior modification helps participants quit smoking or at least reduce the number of cigarettes they smoke. A step-by-step plan to quit smoking is taught. This plan incorporates self-control and relaxation techniques. Films, a slide show, and a buddy system are used. Each participant keeps a written record of his progress. These records help both to evaluate the clinic's success and to develop self-understanding in participants. If the participant attends all six of the sessions, half of the initial fee is refunded. Awards are presented to individuals who have quit smoking by the end of the program.

255. HUBBARD, 1946 Raymond, Northbrook, Illinois 60062.

Program Title:
Health Activities Program.

Contact:
Roy Gromme, Director of Product Development (312)272-7810.

Description:
The Health Activities Program (HAP) is a modular curriculum program for fourth through eighth grade students that is designed either to stand alone or to fit into existing health, science, and physical education programs. The program consists of 59 student-centered activities grouped into 12 modules, and covers important areas of health, safety, and nutrition. HAP involves students with their own health and safety through hands-on discovery activities. They investigate their bodies and learn firsthand how they function. The 12 modules cover breathing fitness, sight and sound, heart action fitness, action/reaction, balance in movement, skin temperature, flexibility and strength, personal health decisions, growth trends, consumer health decisions, nutrition/dental health, and environmental health and safety. Each module contains teacher materials (a teacher's guide, activity folios, and activity work sheets), charts and labeling

supplies, and apparatus and games. Inservice and preservice teacher training for the entire program is available and includes program content, teaching strategies, and techniques. HAP activities were tested for a year in schools in the San Francisco Bay area, and then tested on a nationwide basis in designated trial centers.

256. HYPNOSIS FOUNDATION OF CHICAGO, INC., 3317 West 95th Street, Evergreen Park Station, Chicago, Illinois 60642.

Program Title:
Hypnosis (Smoking Cessation).

Contact:
Ronald R. Tatar, Executive Director (312)233-9600.

Description:
Hypnosis is used to aid individuals who have made a positive decision to quit smoking. One private office visit is frequently adequate. Those who are unable to visit the office may utilize a cassette tape approved for sale by the FDA as a nonmedical device, entitled "Smoking Cessation Through Positive Thinking."

257. ILLINOIS INTERAGENCY COUNCIL ON SMOKING AND DISEASE, 20 North Wacker Drive, Chicago, Illinois 60606.

Program Title:
Survey of Illinois Hospitals.

Contact:
Marjorie Molyneaux (312)243-2000.

Description:
In an effort to determine the smoking practices and programs of hospitals in Illinois, the Interagency Council conducted a survey of 316 health care organizations that provided inpatient beds. Survey results were tabulated according to the size of the hospital. The following is a list of the subjects covered in the survey: type of hospital (private, mental health, Veterans Administration); patient choice given regarding having a nonsmoking room; cigarette sales on the premises; provision of smoking education programs for patients; provision of smoking education programs for the community; prohibitions on smoking in nurses' stations; provision of smoking education programs for the staff; smoking policies in the emergency room, labor/delivery room, pediatrics, and x-ray therapy departments; and smoking in other areas of the hospital such as the lobby and the cafeteria. The data show that patients are not being consistently given a choice of a nonsmoking room; that cigarettes are sold in most of the larger hospitals; that few hospitals provide smoking programs for the patients, community, or the staff; and that few hospitals provide nonsmoking areas within the lobby or the cafeteria.

258. ILLINOIS INTERAGENCY COUNCIL ON SMOKING AND DISEASE, 1440 West Washington Blvd., Chicago, Illinois 60607.

Program Title:
Fifteenth Annual Youth Conference on Smoking.

Contact:
Marjorie Molyneaux, Executive Director (312)243-2000.

Description:
This program is addressed to teachers, parents, and high school students. It is held in the fall for the staffs of high school newspapers. Editors, reporters, photographers, teachers, and sponsors are invited to this conference. They are encouraged to return to their schools and write articles in their school papers on student smoking cessation. This conference is held annually.

259. ILLINOIS INTERAGENCY COUNCIL ON SMOKING AND DISEASE, 1440 West Washington Blvd., Chicago, Illinois 60607.

Program Title:
Eighth Annual Level Six Conference on Smoking.

Contact:
Marjorie Molyneaux, Executive Director (312)243-2000.

Description:
This program is usually held in May. It is directed to teachers, parents, and sixth grade students. It brings the latest medical information on smoking at the time in their lives when children are tempted to start smoking. It includes lectures such as To Smoke or Not to Smoke, One of Your First Decisions, Feeling Fine Exercise Break, Peer Pressure, and Smoke Is Not a Joke. Films shown are Who's In Charge and Kids on Smoking. Evaluation of the conference is done.

260. ILLINOIS STATEWIDE FACILITATORS, 1105 East Fifth Street, Metropolis, Illinois 62960.

Program Title:
Transfer of Technology: A Rural Replication of the School Health Curriculum Project.
For additional information about the School Health Curriculum Project see Part 1.

Contact:
Shirley M. Menendez (618)524-2664.

Description:
This is a rural replication of the School Health Curriculum Project, involving the establishment of a demonstration site for teacher training, implementation of a planned curriculum, and strategies for eliciting community support for school health education. The target audience is fifth and sixth graders. Eighteen teachers and three principals from participating schools are given inservice training. Students are expected to demonstrate an increase in positive health attitudes after 10 weeks. Pre- and posttests will assess the knowledge gained by the teachers participating in the inservice training and the attitudes of the participating and control students.

261. INGALLS MEMORIAL HOSPITAL, One Ingalls Drive, Harvey, Illinois 60426.

Program Title:
I Quit Smoking Clinic.

Contact:
Suzan Fine (312)333-2300 ext. 5123.

Description:
This program is available to the general public as a clinic and to hospital inpatients on closed circuit television. It focuses on the medical hazards associated with smoking and the problems of weight control and physical fitness while quitting, and provides a forum for discussions of why participants have chosen to smoke. Alternatives to smoking (such as changes in behavior), nutrition, and activities

involved in maintaining general physical health are topics for meetings. Group meetings also provide motivation and support to potential quitters. In addition to the group discussions, speakers, brochures, posters, buttons, and films are used to convey the antismoking message. Approximately 70 persons attend each clinic.

262. LOGAN COUNTY HEALTH DEPARTMENT, 128 Pine Street, Lincoln, Illinois 62656.

Program Title:
American Lung Association's Freedom From Smoking Clinic.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Starla Drexlar, Health Educator (217)735-2317.

Description:
This clinic program of seven sessions in 7 weeks is based on the underlying premise that smoking is a learned habit. Quitting, then, is a process during which individuals must consciously unlearn the automatic behavior of smoking and substitute in its place healthy, new alternatives. The first three sessions are held at weekly intervals. Smokers are asked to quit completely by the third session. The fourth session is held 2 days later; the fifth is held 5 days after that. A week later is the sixth session. Then there is a 2-week interval before the seventh and final session. Total cost to participant is $10.

263. LOGAN COUNTY HEALTH DEPARTMENT, 128 Pine Street, Lincoln, Illinois 62656.

Program Title:
The Dangers of Smoking.

Contact:
Starla Drexlar, Health Educator (217)735-2317.

Description:
This presentation is given on request to local organizations. Topics covered include health risks from smoking, reasons for smoking, reasons to stop smoking, and what can be done in the family (emphasis on communication). Methods used are lecture, discussion, handouts, and film. The film usually shown is a 15-minute animated, humorous film from the American Lung Association titled "Hey, Do I Really Need a Cigarette?" There is no charge to organizations for this presentation.

264. NORTHCARE (NORTH COMMUNITIES HEALTH PLAN, INC.), 2050 Pfingsten Road, Glenview, Illinois 60025.

Program Title:
I Quit Clinic.
For additional information about the American Cancer Society Helping Smokers Quit program see Part 1.

Contact:
Jane S. Field, Director of Public Relations (312)998-4100.

Description:
A quit-smoking clinic is offered for those seeking help in smoking cessation. The five-session series follows a program designed by the American Cancer Society. In addition, smoking education articles are incorporated into the organization's newsletter.

265. PRUCARE OF ILLINOIS (PRUDENTIAL HEALTH CARE PLAN, INC.), 1350 East Touhy Avenue, Des Plaines, Illinois 60018.

Program Title:
Media Freedom From Smoking in Twenty Days.

Contact:
Donna Stein, PruCare, Manager of Promotional Services (312)299-9800.

Description:
This 3-week major media stop-smoking public service campaign is coordinated by PruCare of Illinois and designed by the Chicago Lung Association to study the impact of media intervention on the ability to stop smoking. Local, State, and national celebrities are filmed for promotion of the event. Selected volunteers are filmed during the 20-day cessation period. All participants are coached daily on the local news programs by Channel 5 (WMAQ) television health reporter Dr. Barry Kaufman. Chicago-area PruCare health centers and True Value Hardware Stores serve as distribution points for materials. The program is estimated to reach more than 12 million Chicago-area viewers and more than 400 PruCare companies are participating.

266. PRUCARE OF ILLINOIS (PRUDENTIAL HEALTH CARE PLAN, INC.), 1350 East Touhy Avenue, Des Plaines, Illinois 60018.

Program Title:
You Can Be In Control.

Contact:
Donna Stein, PruCare, Manager of Promotional Services (312)299-9800.

Description:
This six-session, 4-week quit-smoking program is designed to help break routines associated with smoking. Each participant charts his or her cigarette consumption, with the emphasis on behavior modification through gradual reduction techniques. Discussion includes the effects of smoking cessation on appetite, stress, and general health. Group support and interaction are emphasized. Literature is provided. Programs are given at PruCare health centers and at PruCare company work sites.

267. SAINT FRANCIS MEDICAL CENTER, CENTER FOR SPORTS MEDICINE AND HEALTH FITNESS, 530 Northeast Glen Oak Avenue, Peoria, Illinois 61637.

Program Title:
Smokeless.

Contact:
Terry Galvin Mathems (309)672-2386.

Description:
Smokeless is offered nationally by affiliates of the American Institute for Preventive Medicine, Southfield, Michigan. It is a positive approach to breaking the smoking habit. Smokeless uses stress management, positive rewards and reinforcements, change in attitude, food management, education, motivational tools, and patented negative smoking techniques in a structured systematic approach in which smoking is stopped in 4 days. A maintenance phase is included to reinforce skills learned and strengthen the ability to live a new lifestyle without cigarettes.

268. SAINT MARGARET'S HOSPITAL, 600 East First Street, Spring Valley, Illinois 61362.

Program Title:
Stop Smoking Public Information Program.

Contact:
Susan Wolf (815)664-5311.

Description:
This organization includes smoking cessation and antismoking materials in patient and public education activities. Materials from the American Heart Association, American Lung Association, and National Institutes of Health are utilized.

269. ST. THERESE HOSPITAL, 2615 Washington Street, Waukegan, Illinois 60085.

Program Title:
SAFE - Smoking Abstinence Forever.

Contact:
Ann Anderson, Instructor, Education Department (312)578-2702.

Description:
SAFE is a state-of-the-art personalized smoking cessation program conducted in a group setting. The program emphasizes habit control through behavior modification and stress management techniques.

270. ST. THERESE HOSPITAL, 2615 Washington Street, Waukegan, Illinois 60085.

Program Title:
The Smokeless System.

Contact:
Ann Anderson, Instructor, Education Department (312)249-3900.

Description:
The Smokeless system is taught in a lecture/discussion format, in 1 week (Monday through Friday) of 1-hour sessions. The program is based on behavioral modification principles. Topics of discussion in the 1-hour sessions include techniques for quitting smoking, stress management, dietary considerations, effects of smoking on health, and assertiveness training. A 1-hour introductory session is offered. Two maintenance sessions are held to reinforce positive quitting behavior and seek alternatives to negative quitting behavior.

INDIANA

271. AMERICAN HEART ASSOCIATION, INDIANA AFFILIATE, INC., 222 South Downey Avenue, Indianapolis, Indiana 46219.

Program Title:
Lay Education.

Contact:
Betty Comer (317)357-8622.

Description:
Although this Affiliate does not conduct a separate program devoted strictly to smoking cessation, identification of smoking as a risk factor is included in lay education materials. The Affiliate provides a self-help smoking cessation kit entitled "Calling It Quits" as well as other materials provided by the American Heart Association, such as Save A Sweet Heart campaign, Heart At Work campaign, Children and Smoking–A Message to Parents, Smoking and Heart Disease, About Your Heart and Smoking, Guidelines For A Weight Control Component In A Smoking Cessation Program; and flicker cards, films, and posters to promote antismoking behavior.

272. AMERICAN LUNG ASSOCIATION OF CENTRAL INDIANA, 615 North Alabama, Suite 335, Indianapolis, Indiana 46204.

Program Title:
Smoking Withdrawal Environmental Educational Program (SWEEP).

Contact:
Joseph A. Caparo (317)634-5864.

Description:
This program is designed to aid smokers who are properly motivated and want to kick the habit. Participants attend four 2-hour sessions over a 4-week period. Lectures, charts, audiovisual aids, and a variety of group activities help smokers through the withdrawal stage. A buddy system supplements the group activities. Both during the program and afterwards, weekly telephone followup calls are made to provide encouragement and to gauge how effective the program has been. Films produced by the American Lung Association and slides prepared by the Indiana University School of Dentistry and Oral Pathology are used to supplement the information provided during the lectures. A similar lecture, supplemented by 35 mm slides, is presented to elementary, junior, and senior high school, and college students.

273. AMERICAN LUNG ASSOCIATION OF CENTRAL INDIANA, Room 335, 615 North Alabama Street, Indianapolis, Indiana 46204.

Program Title:
Because You Love Your Baby.

Contact:
Joseph A. Caparo, Program Director (317)634-5864.

Description:
The Because You Love Your Baby program provides printed materials to health care professionals for counseling and distribution to pregnant women who are smoking. As an adjunct, special education programs are offered in addition to the regularly scheduled Freedom From Smoking clinics. This program contacts the Planned Parenthood Association, gynecologists, family practice physicians, the Marion County Health Department's Maternal and Child Health Program, the Women, Infants, and Children Nutrition Program, pre-school Head Start program, school nurses, registered dietitians, and internists.

274. **AMERICAN LUNG ASSOCIATION OF CENTRAL INDIANA, Room 335, 615 North Alabama Street, Indianapolis, Indiana 46204.**

Program Title:
Freedom From Smoking.

Contact:
Joseph A. Caparo, Program Director (317)634-5864.

Description:
The American Lung Association of Central Indiana has had 15 years of experience conducting smoking withdrawal programs. Two Freedom From Smoking programs are offered to the public and industry, a manual and a withdrawal clinic. The manual helps participants to quit smoking independently, with supportive techniques to reinforce the new nonsmoking lifestyle. The clinic format encourages individuals to work on the process and problems of quitting smoking individually and as a group. Group interaction, an extremely important component of the program, occurs once a week for seven consecutive sessions. The clinic offers the structure and environment for quitting.

275. **AMERICAN LUNG ASSOCIATION OF CENTRAL INDIANA, Room 335, 615 North Alabama Street, Indianapolis, Indiana 46204.**

Program Title:
Growing Healthy, The Primary Grades Health Curriculum Project.

Contact:
Joseph A. Caparo, Program Director (317)634-5864.

Description:
Growing Healthy, the Primary Grades Health Curriculum Project, focuses on the negative aspect of smoking at grade levels kindergarten through three and four through six, as it pertains to the subject matter.

276. **AMERICAN LUNG ASSOCIATION OF CENTRAL INDIANA, Room 335, 615 North Alabama Street, Indianapolis, Indiana 46204.**

Program Title:
Peer Influence Smoking Education Program.

Contact:
Joseph A. Caparo, Program Director (317)634-5864.

Description:
The Peer Influence program focuses on fifth, sixth, and seventh graders. Specially trained high school students talk with underclassmen about the health hazards of smoking, encouraging them never to start, or if they have, to stop.

277. **AMERICAN LUNG ASSOCIATION OF INDIANA, 8777 Purdue Road, Indianapolis, Indiana 46268.**

Program Title:
Do It for Someone You Love.

Contact:
Emilie Marshall (317)872-9685.

Description:
One radio and two television public service spots are aired in Indiana to encourage smokers to quit smoking as a Valentine's Day gift for someone who is affected by their smoking. The strategy is to convince smokers who have previously been unsuccessful in quitting for personal reasons to quit for the benefit of a loved one. Those responding to these spots telephone for an information packet that emphasizes the effects of secondhand smoke and the effects of smoking on the developing fetus. Upon request, individuals are referred to American Lung Association Freedom From Smoking Self-Help programs.

278. **AMERICAN LUNG ASSOCIATION OF INDIANA, 30 East Georgia Street, Indianapolis, Indiana 46204.**

Program Title:
Women and Smoking.

Contact:
Dennis Alexander (317)632-3383.

Description:
Two 30-second television and radio public service spots are aired as part of a pilot program focusing on the hazards of smoking for both the expectant mother and her fetus. Those viewers responding to the spots are sent a smoking cessation kit containing a pre- and posttest, a Women and Smoking Manual, and two American Lung Association pamphlets. After reading and working with the material, the knowledge of the user is increased in the areas of the fallacy of women's immunity to smoking-related disease, the health consequences of smoking, the effects of smoking during pregnancy, and the damage smoking inflicts on the fetus. An evaluation is conducted through the pre- and posttests. The program is funded through a Federal health education–risk reduction grant.

279. **AMERICAN LUNG ASSOCIATION OF NORTH CENTRAL INDIANA, 319 South Main, South Bend, Indiana 46601.**

Program Title:
Fifth Grade Peer Influence Smoking Education Program.

Contact:
Richard A. Beall (219)287-2321.

Description:
Approximately 100 elementary and high schools participate in this program to encourage students not to smoke. High school student volunteers are taught how to model nonsmoking behavior to fifth graders and to present to them health information concerning the hazards of smoking. By serving as role models for the fifth graders, the high school students reinforce their own decisions not to smoke. During the program a smoking manikin, a film, lung specimens, and a flipchart are used. Fifth grade teachers complete an evaluation form for review by the Lung Association staff.

280. **AMERICAN LUNG ASSOCIATION OF NORTH CENTRAL INDIANA, 319 South Main, South Bend, Indiana 46601.**

Program Title:
The Use of Biofeedback in Adolescent Smoking Cessation and Education.

Contact:
Richard A. Beall (219)287-2321.

Description:
Biofeedback equipment is used to demonstrate the physiological effects of cigarette smoking on 11th graders. The

objective is to create a sense of awareness of the body as a biological system that immediately reacts to foreign substances, thereby reinforcing attitudes and behaviors of the nonsmoking adolescent. Those adolescents who already smoke are encouraged to alter their smoking behavior by either reducing tobacco consumption or changing to a low-tar, low-nicotine cigarette. A cardiotachometer, digital thermometer, tremor tester, and Ecolyzer are used.

281. AMERICAN LUNG ASSOCIATION OF NORTHWEST INDIANA, 6685 Broadway, Merrillville, Indiana 46410.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Marie E. Van Gemert, Executive Director (219)769-4264.

Description:
The two Freedom From Smoking manuals are distributed on request.

282. AMERICAN LUNG ASSOCIATION, SOUTHEASTERN INDIANA, 442 1/2 Fifth Street, P.O. Box 804, Columbus, Indiana 47202.

Program Title:
Non-smokers program.

Contact:
Managing Director (812)379-4119.

Description:
American Lung Association of Southeastern Indiana is primarily a lung disease education program providing a speakers bureau, workshops for doctors and nurses, films, literature, and educational materials for schools. It also has a nonsmokers clinic.

283. BARTHOLOMEW COUNTY HEALTH DEPARTMENT, WELLNESS PROGRAM, 2400 17th Street, Columbus, Indiana 47201.

Program Title:
Smoke Stoppers.

Contact:
Deanne Bowman, Program Director (812)376-5808.

Description:
Smoke Stoppers was initiated by a team of psychologists who were concerned in assisting individuals to rid themselves of smoking behavior. It is designed as a complete behavior management program utilizing personal stress management and nutritional awareness. There is no charge for the first session. The introductory session teaches new techniques that will begin at once to change the attitudes of the smoker to that of a nonsmoker. Four additional 1 1/2 hour consecutive sessions follow.

284. FAYETTE COUNTY HEALTH DEPARTMENT, 119 West Fourth Street, Connersville, Indiana 47331.

Program Title:
FreshStart.
For additional information about the American Cancer Society FreshStart program see Part 1.

Contact:
George Frimmel (317)825-5131.

Description:
FreshStart has American Cancer Society instructors trained at Fayette Memorial Hospital to run a Wellness Clinic.

285. HANCOCK MEMORIAL HOSPITAL, 801 North State Street, Greenfield, Indiana 46140.

Program Title:
FreshStart Stop Smoking Classes.

Contact:
Alice Christie, Education Coordinator (317)462 0506.

Description:
In cooperation with the Hancock County Unit of the American Cancer Society, films including "Let's Call It Quits" and "Why Quit Quiz" are shown and discussed. A video presentation "We Can't Go On Like This" is also used. The classes are 1 1/2 to 2 hours in length, depending on class size. Four sessions are conducted over 2 weeks and a followup class is given a week later.

286. JASPER COUNTY HOSPITAL, JASPER-NEWTON MENTAL HEALTH CLINIC, 1104 East Grace Street, Renssiaer, Indiana 47978.

Program Title:
Stop Smoking Clinic.

Contact:
Merrie Etta Stowers, Education Coordinator (219)866-5141.

Description:
The Stop Smoking clinic consists of four sessions: (1) Information–a physician uses audiovisuals to present medical benefits of not smoking; (2) Dealing with Stress–relaxation training is taught using breathing exercises, tension-relaxation, and hypnosis with guided imagery; (3) Mastering Obstacles–discussion of weight gain and exercise program and group discussion of problems encountered; and (4) Enjoy It Forever–increase in self-esteem and assertiveness is emphasized. A long-range behavior modification plan is discussed. Referral to other individual programs is also provided.

287. MARION COUNTY HEALTH DEPARTMENT, 222 East Ohio Street, Indianapolis, Indiana 46204.

Program Title:
Smoking and The Pill.

Contact:
Beth Cawodni (317)633-9731.

Description:
This program is designed for Health Department family planning clients. Group and individual sessions are held at family planning clinics. Interventions include pre- and post-testing, slide and tapes, behavior modification, relaxation techniques, diet information, and rewards. Handouts and other support materials are provided for each client visit. Active client participation is emphasized.

288. MARION COUNTY HEALTH DEPARTMENT, 222 East Ohio Street, Indianapolis, Indiana 46204.

Program Title:
Smoking and The Two of You.

Contact:
Beth Cawodni (317)633-9731.

Description:
This program is designed for health department prenatal clients. Individual sessions are held at prenatal clinic visits, beginning with needs assessment and ending with followup. Interventions include pre- and posttesting, slide/tapes, behavior modification, relaxation techniques, diet information, and rewards. Handouts and other support materials are provided for each client visit. Active client participation is an emphasis of this program.

289. SAINT MARGARET HOSPITAL OF HAMMOND, 5454 Hohman Avenue, Hammond, Indiana 46320.

Program Title:
You Can Be In Control. A Stop Smoking Class.

Contact:
Marjorie Wenzel (219)933-2071.

Description:
This program is based on the Chicago Lung Association model that offers a step-by-step plan to quitting smoking. The interval system allows each individual to become actively involved through self-direction in learning to be a nonsmoker. Assistance is offered through self-control techniques, relaxation techniques, group support, and weekly contracts.

IOWA

290. AMERICAN CANCER SOCIETY, JOHNSON COUNTY HEALTH DEPARTMENT, 1105 Gilbert Court, Iowa City, Iowa 52240.

Program Title:
FreshStart.

Contact:
Kot Flara (319)351-3085.

Description:
FreshStart is a 4-hour program meeting four times for 2 weeks. It is based on a wellness approach including assertiveness training, relaxation techniques, exercise, and group support.

291. AMERICAN LUNG ASSOCIATION OF IOWA, 1321 Walnut Street, Des Moines, Iowa 50309.

Program Title:
I'll Never Smoke.

Contact:
Carol Langel Sipfle (515)243-1225.

Description:
Junior high school students are utilized as peer teachers for students in grades K through 6. Smoking is discouraged by illustrating the effects of smoking on the smoker and the nonsmoker, and by emphasizing decisionmaking. The junior high students learn the physiological effects of smoking, as well as the basic structure, function, and diseases of the respiratory system. Their instruction includes lectures, hog lung dissection, a smoking experiment, an overview of pulmonary function testing, a slide presentation, and a film. Using ideas from this training and their own creativity, the students develop their own presentations to give to the younger students.

292. AMERICAN LUNG ASSOCIATION OF IOWA, 1321 Walnut, Des Moines, Iowa 50309.

Program Title:
BIOSEP.

Contact:
Carol Langel Sipfle (515)243-1225.

Description:
Biofeedback equipment is used to demonstrate the immediate physiological effects of smoking to high school students. Machines measure changes in heart rate, carbon monoxide in exhaled air, hand steadiness, and skin temperature that result from smoking cigarettes.

293. AMERICAN LUNG ASSOCIATION OF IOWA, 1321 Walnut, Des Moines, Iowa 50309.

Program Title:
Smoking In Hospitals and Health Care Facilities.

Contact:
Carol Langel Sipfle (515)243-1225.

Description:
A policy statement is issued by the Iowa Thoracic Society, the medical section of the American Lung Association of Iowa, that contains recommendations for limiting smoking in hospitals and health care facilities.

294. AMERICAN LUNG ASSOCIATION OF IOWA, 1321 Walnut, Des Moines, Iowa 50309.

Program Title:
Stop Smoking Clinic.

Contact:
Carol Langel Sipfle (515)243-1225.

Description:
Nine-week smoking cessation support groups are co-sponsored by the American Lung Association of Iowa, American Heart Association–Iowa Affiliate, and Iowa State University. The first 3 weeks of the program assist smokers in preparing to quit, then all participants quit as a group, and 6 weeks of maintenance follow. The program is based on 15 years of research by Harry Lando, Ph.D., of Iowa State University.

295. HEALTH CONSULTATION SERVICES, AMERICAN CANCER SOCIETY, P.O. Box 655, Mason City, Iowa 50401.

Program Title:
FreshStart.

Contact:
Bob Mason (515)423-3332.

Description:
This 4-hour self-help program is designed to provide smokers with information and strategies needed to direct their own efforts to stop smoking and is offered to business and industry, hospital employees, and the community.

296. IOWA STATE UNIVERSITY, DEPARTMENT OF PSYCHOLOGY, Ames, Iowa 50011.

Program Title:
Smoking Cessation Clinics and Orientations to Self Quitting.

Contact:
Harry Lando or Paul McGovern (515)294-1529.

Description:
These programs are based upon approximately 15 years of research and are offered as a public service. Clinics are primarily 9-week intensive programs emphasizing preparation, active coping strategies, target date for quitting, and extended group support and maintenance. Orientations to self-quitting are for individuals who prefer to quit on their own. These involve a single-session program in which participants are advised as to effective methods to improve their likelihood of successfully quitting. Programs are co-sponsored by the American Lung Association of Iowa and Iowa State University. In addition, current research support is being provided by the National Institute on Drug Abuse, the American Cancer Society, and Merrell Dow Pharmaceuticals.

297. MARIAN HEALTH CENTER, RESPIRATORY CARE DEPARTMENT, 801 Fifth Street, Sioux City, Iowa 51101.

Program Title:
Stop Smoking Clinics.

Contact:
Larry E. Jaerger (712)279-2035.

Description:
This organization provides a program developed by Dr. Harry Lando of Iowa State University and co-sponsored by the American Lung Association of Iowa, the product of over 12 years of research. The Stop Smoking Clinic assists smokers in quitting through the use of formal, research-validated techniques and group interaction. Smokers participating work in groups of 8 to 12 persons throughout the 9-week program. During the first 3 weeks, smokers choose a procedure to assist them in preparing to quit. At the end of the third week, each clinic participant throws away all cigarettes, ashtrays, and lighters and begins a new lifestyle as a nonsmoker. The remaining 6 weeks of the clinic, the maintenance component, help the participants adhere to the new healthy habit by providing group support and suggestions to make them become permanent ex-smokers.

298. MERCY HOSPITAL/HEALTH SOURCE, West Central Park at Marquette, Davenport, Iowa 52804.

Program Title:
Smoke Stoppers.

Contact:
Pat Billingsley (319)383-1079.

Description:
This 5-day smoking cessation program was developed by the National Center for Health Promotion, Ann Arbor, Michigan. Smoke Stoppers is a complete behavior management program utilizing personal stress management and nutritional awareness as vehicles for smoking cessation.

299. MERCY HOSPITAL, 500 East Market Street, Iowa City, Iowa 52240.

Program Title:
Smoke Stoppers.

Contact:
Kathe Gannon (319)337-0500.

Description:
This program utilizes techniques that will involve all five senses and behavior modifications. Smoke Stoppers is held three times a year in the evenings, and during the day for corporations. The regular fee is $95, and a discount is offered to various groups, including the handicapped and senior citizens.

300. MERCY HOSPITAL, AMERICAN CANCER SOCIETY, West Central Park at Marquette, Davenport, Iowa 52804.

Program Title:
Smoking Cessation Classes.

Contact:
Dr. Jean Marie Hoffman (319)383-1066.

Description:
In this series of eight twice-weekly smoking cessation classes, participants listen to speakers, view films, and participate in group discussions. The program is based on the American Cancer Society group cessation model.

301. SAINT JOSEPH MERCY HOSPITAL, 1410 North Fourth Street, Clinton, Iowa 52732. AMERICAN CANCER SOCIETY.

Program Title:
I Quit Clinic.

Contact:
Donna Gabriel (319)243-5900 ext. 482.

Description:
This group cessation clinic meets for eight sessions, usually over a period of 3 weeks. At the first session, participants complete self-tests designed to show why they smoke. Activities at subsequent sessions include films and speakers (physicians, respiratory therapists, and a panel of ex-smokers). Pamphlets provided by the American Cancer Society, the American Lung Association, and the Iowa Heart Association are distributed. Course content depends to a great extent on the socioeconomic and educational levels of the group members.

302. SAINT JOSEPH MERCY HOSPITAL, 84 Beaumont Drive, Mason City, Iowa 50401. AMERICAN LUNG ASSOCIATION.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Mary Curtis, Health Education Coordinator (515)424-7511.

Description:
The self-help smoking cessation and maintenance manuals developed by the American Lung Association are offered to inpatients, doctors' office patients, and hospital employees.

303. SAINT JOSEPH MERCY HOSPITAL, 84 Beaumont Drive, Mason City, Iowa 50401. AMERICAN CANCER SOCIETY.

Program Title:
I Quit Smoking.

Contact:
Mary Curtis, Health Education Coordinator (515)424-7511.

Description:
This self-help smoking cessation program is offered on request for hospitalized inpatients, doctors' office patients, and hospital employees. In addition to a printed self-help kit, participants have a personal interview with a health educator and are followed up by telephone or personal visit at 2 weeks, 2 months, and 6 months after initial contact.

304. ST. JOSEPH'S MERCY HOSPITAL, DEPARTMENT OF PATIENT EDUCATION/HEALTH PROMOTION, Route 3, Centerville, Iowa 52544.

Program Title:
FreshStart Smoking Cessation Clinic.

Contact:
Kathy Powers, Patient Education Coordinator (515)437-4111.

Description:
This American Cancer Society program has a four session format. Facilitators are ACS trained. Additional ACS, American Heart Association, and American Lung Association pamphlets and media are utilized to augment the program's core packet. FreshStart is offered several times per year and on an as requested basis.

305. UNIVERSITY OCCUPATIONAL HEALTH SERVICE, UNIVERSITY OF IOWA, South 228 Westlawn, Iowa City, Iowa 52242.

Program Title:
Smokeless System.

Contacts:
Lois Hughes, Program Coordinator, and Paul R. Pomrehn, Director (319)353-7419 or (319)353-5922.

Description:
This behavior modifications program is offered to the general public each month. It consists of an introductory meeting plus seven lecture and discussion meetings. The materials used are copyrighted by and marketed through the American Institute for Preventive Medicine, Southfield, Michigan, which also conducts training and certification of program leaders.

306. UNIVERSITY OF IOWA PUBLIC HEALTH SERVICE, UNIVERSITY COUNSELING SERVICE, 101 Iowa Memorial Union, Iowa City, Iowa 52240.

Program Title:
Iowa Smoking Project.

Contact:
Bruce Ettinger (319)353-4484.

Description:
The effects of nicotine, smoking cessation, maintenance components, and self-control skills are discussed.

KANSAS

307. ASBURY AND ST. JOHN'S HOSPITALS, P.O. Box 1937, Salina, Kansas 67402.

Program Title:
Stop Smoking Clinic.

Contact:
Peg Romine (913)827-5591.

Description:
Stop Smoking Clinics are based on the American Cancer Society's FreshStart Program. The clinic utilizes education, mutual support, and behavior modification principles to deal with addiction and withdrawal, lifestyle changes, and stress. Stress reduction and relaxation techniques are taught. Printed material and films from the American Cancer Society and outside speakers enhance presentation of the program.

308. JOHNSON COUNTY HEALTH DEPARTMENT, AMERICAN CANCER SOCIETY, 6000 Lamar, Suite 140, Mission, Kansas 66202.

Program Title:
FreshStart.

Contact:
Beverly Frenzel (913)791-5640.

Description:
This four-session, 2-week program is available upon request to individuals, community, and business groups and agencies. A minimum of 6 or maximum of 12 participants is encouraged, and meeting lengths are flexible. FreshStart is designed to help smokers stop and stay off cigarettes by providing them with information and strategies needed to direct their own efforts at stopping. The program addresses the behaviors, thoughts, and feelings of the smokers,

focusing on an active pragmatic approach to quitting smoking and making use of group interaction to encourage and support change. It does not foster dependency on the group among the participants, but rather encourages them to apply what they learn in FreshStart to other aspects of their lives. Printed educational materials and films are used, and followup meetings are scheduled as desired by the group.

309. JUNCTION CITY-GEARY COUNTY HEALTH DEPARTMENT, 11 East Ninth, P.O. Box 282, Junction City, Kansas 66441.

Program Title:
FreshStart.
For additional information about the American Cancer Society FreshStart program see Part 1.

Contact:
Charlotte Dugan, Director (913)762-5788.

Description:
A FreshStart Stop Smoking Clinic of the American Cancer Society is offered at the first of the year.

310. RENO COUNTY HEALTH DEPARTMENT, 209 West Second, Hutchinson, Kansas 67501.

Program Title:
FreshStart Stop Smoking Program.

Contact:
Carolyn Carter (316)663-6721.

Description:
The FreshStart materials provided by the American Cancer Society are used in a four-session format. Participants are encouraged to use the concept of self-responsibility to become ex-smokers. The focus is on the positive benefits of being a nonsmoker as well as the health promotion aspects. Publications from the American Cancer Society, American Lung Association, and the U.S. Department of Health and Human Services are used.

311. RILEY COUNTY-MANHATTAN HEALTH DEPARTMENT, 2030 Tecumseh, Manhattan, Kansas 66502.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Mary Jones, Lively Program (913)776-4779.

Description:
The self-help programs with group meetings and films are available.

312. SALINA COUNTY HEALTH DEPARTMENT, 300 West Ash, Room 107, Salina, Kansas 67401.

Program Title:
Stop Smoking Clinic.

Contact:
Jo Johnson (913)827-9376.

Description:
The Stop Smoking Clinic is based on the American Cancer Society's FreshStart Program. The clinic utilizes education, mutual support, and behavior modification principles to deal with addiction and withdrawal, lifestyle changes, and stress. Printed material and films from the American Cancer Society and outside speakers enhance presentation of the program.

313. TOPEKA-SHAWNEE COUNTY HEALTH DEPARTMENT, ADULT HEALTH PROMOTION, 1615 West Eighth Street, P.O. Box 11, Topeka, Kansas 66601.

Program Title:
FreshStart.

Contact:
Shirley Slade (913)233-5141.

Description:
The American Cancer Society's smoking cessation program consists of four 1-hour sessions that provide information and strategies to help people stop smoking. Classes are available to the public and can also be offered on site at the work place.

314. TREGO COUNTY-LEMKE MEMORIAL HOSPITAL, AMERICAN CANCER SOCIETY, 320 13th Street, Wakeeney, Kansas 67672.

Program Title:
FreshStart.

Contact:
Dolores Barnes (913)743-2182 or 743-2840.

Description:
The program is designed by the American Cancer Society to help participants stop smoking. Over a period of 4 weeks, four 2-hour sessions provide the essential information and strategies needed to direct the individual's own efforts at stopping. The program focuses on an active pragmatic approach to quitting smoking and participants are encouraged to apply what they learn in FreshStart to other aspects of their lives. The program involves the participant in group discussions, new information, strategies to help them quit smoking, review, and assignments. There is a textbook, and records are kept. The program at this time is offered each spring and fall, with each class limited to 20 or fewer participants.

315. U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES, CENTERS FOR DISEASE CONTROL, AMERICAN LUNG ASSOCIATION OF KANSAS, 4300 Drury Lane, P.O. Box 4426, Topeka, Kansas 66604.

Program Title:
Growing Healthy.

Contact:
Fran Hawley, State Facilitator (1-800)432-3957.

Description:
The Growing Healthy curriculum is a comprehensive health education system. Students from kindergarten through second grade are taught about the five senses and feelings and care for their bodies. The third through seventh grades focus on individual body systems. All units provide information to students on negative aspects of tobacco and the effects of smoking on the body.

316. U.S. DEPARTMENT OF HEALTH, AND HUMAN SERVICES, CENTERS FOR DISEASE CONTROL, AMERICAN LUNG ASSOCIATION OF KANSAS, 4300 Drury Lane, P.O. Box 4426, Topeka, Kansas 66604.

Program Title:
Lungs are for Life.

Contact:
Steve Berndsen, Executive Director (913)272-9290.

Description:
Lungs are for Life teaches children concepts that will lead to the appreciation of the importance of maintaining good lung health, help them to understand the alternatives open to them and subsequent consequences, and challenge them to accept responsibility for making sound health choices. The program focuses on lung health, self-awareness, air quality and environment, the respiratory system, and health hazards and commitment to a healthy lifestyle. There are six activities for each grade level for kindergarten through fourth grade.

KENTUCKY

317. AMERICAN CANCER SOCIETY, FIVCO DISTRICT HEALTH DEPARTMENT, 2618 Moore Street, P.O. Box 1311, Ashland, Kentucky 41101.

Program Title:
FreshStart.
For additional information about the American Cancer Society FreshStart program see Part 1.

Contact:
Nancy M. Hackworth, Health Educator (606)329-9444.

Description:
The American Cancer Society FreshStart program is offered.

318. AMERICAN LUNG ASSOCIATION OF KENTUCKY, P.O. Box 8405, Louisville, Kentucky 40208.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Barry L. Gottschalk (502)363-2652.

Description:
This program offers the self-help Freedom From Smoking manuals to help smokers kick the habit.

319. AMERICAN LUNG ASSOCIATION OF KENTUCKY, P.O. Box 8405, Louisville, Kentucky 40208.

Program Title:
Growing Healthy.

Contact:
Barry L. Gottschalk (502)363-2652.

Description:
The American Lung Association of Kentucky is operating the Growing Healthy curriculum in 13 school districts across the State. Part of this comprehensive curriculum is devoted to the hazards of cigarette smoking.

320. BARREN RIVER DISTRICT HEALTH DEPARTMENT, 1133 Adams Street, P.O. Box 1157, Bowling Green, Kentucky 42102-1157.

Program Title:
FreshStart Stop Smoking Clinic.

Contact:
Nancy Givens, Health Educator (502)781-2490 ext. 271.

Description:
Stop Smoking clinics are offered to the community intermittently throughout the year. Based on the FreshStart Quit Smoking program, which was developed by the American Cancer Society, each clinic runs for four sessions plus an orientation meeting two times a week on consecutive weeks. The clinics have been offered at various community locations in the evenings for people who work. The program discusses approaches to stopping; physiological effects of smoking; managing the first few days; stress management; mastering the obstacles to staying off cigarettes; benefits of stopping smoking; tips to making it last. Six-month and one-year followup evaluations are made.

321. CUMBERLAND VALLEY DISTRICT HEALTH DEPARTMENT, Regional State Office Building, Room 235, London, Kentucky 40741.

Program Title:
Smoking, What's Your Decision?

Contact:
Jeanne T. Smith, Project Director (606)878-0610 ext. 202.

Description:
The six-unit smoking curriculum was developed by the Health Education/Risk Reduction staff for use with fifth and sixth grade students in Clay, Jackson, Knox, and Whitley Counties. Various factual information to stress health risks involved with smoking is presented through utilization of audiovisuals from the American Cancer Society's Health Network Kit. Values clarification activities with excerpts from Publication 1159 from the Extension Service of Mississippi State University is used. Fact sheets are included for each session as reinforcement of presented information. Pre- and post-assessments are utilized to assess student knowledge, attitudes, and potential behavior. Unit outlines include Unit I–factual information on health risk associated with smoking, presented through "Smoke" (bingo) game with prizes; Unit II–respiratory system and smoking effects using the "Breathing In, Breathing Out" filmstrip in the American Cancer Society's Health Network Kit and associated activities; Unit III–values clarification activities in workbook and values voting game; Unit IV–decisionmaking using American Cancer Society's "Starga's World" filmstrip and workbook activities to practice the decisionmaking process; Unit V–share interviews with smoker (earlier assignment) and discussion of advertising schemes using magazine smoking advertisements; Unit VI–role playing with students placed in

situations involving smoking and "the" decision; peer pressure, family involvement, and health problems associated with smoking are depicted.

322. FIVCO DISTRICT HEALTH DEPARTMENT, Administrative Office, 2818 Moore Street, P.O. Box 1311, Ashland, Kentucky 41105.

Program Title:
Stop Smoking Clinic.

Contact:
Nancy M. Hackworth, Health Educator (606)329-9444.

Description:
This is a 12-hour program designed to meet for 2 hours twice a week for 3 weeks. The program is open to all persons in the surrounding community. The American Cancer Society's FreshStart program provides the basis for the class sessions. The objective is to help persons stop smoking and to stay off cigarettes. It is believed that many persons benefit from being in a stop-smoking group. Discussions include understanding why one smokes, ambivalence toward quitting, approaches toward quitting, physiological effects of smoking, possible withdrawal symptoms, stress management, assertiveness, and mastering obstacles such as weight increase. Ripple and long-term benefits of stopping smoking, i.e., greater lung capacity, lesser risk of disease, and monetary benefits, and ideas to help one stay off cigarettes are also discussed. Materials used in class are provided by the American Cancer Society, American Lung Association, American Heart Association, National Dairy Council, and others.

323. HEALTH AMERICA, 4545 Bishop Lane, P.O. Box 34098, Louisville, Kentucky 40232.

Program Title:
Smoking Cessation Programs.

Contact:
Patricia Adkins, Health Education Coordinator (502)456-8101.

Description:
This organization conducts smoking cessation clinics using the materials and guidelines provided by the American Cancer Society. Referrals by providers may be made to the Health Education Department for individual patient counseling as well.

324. LEXINGTON-FAYETTE COUNTY HEALTH DEPARTMENT, 650 Newton Pike, Lexington, Kentucky 40508.

Program Title:
The Quit Smoking Program.

Contacts:
Clarence Scott and Melanie Keaton (606)252-2371.

Description:
This program consists of four 1-hour group sessions, designed to help participants stop smoking by providing them with essential information needed to direct their own efforts toward stopping. The program addresses the behaviors, thoughts, and feelings of the smoker. The program also focuses on nutrition education to prevent weight gain, dietary changes, relaxation exercises, and stress management, as well as the physiological effects of smoking.

325. MOUNTAIN TRAILS HEALTH PLAN, INC., 108 Cumberland Avenue, Harlan, Kentucky 40831. KENTUCKY CANCER SOCIETY.

Program Title:
Smoking Cessation Clinic.
For additional information about the American Cancer Society Helping Smokers Quit program see Part 1.

Contact:
Martha F. Blair, Director of Health Services (606)573-5658.

Description:
This organization conducts smoking cessation clinics using materials and guidelines provided by the Kentucky Cancer Society.

326. NORTHERN KENTUCKY DISTRICT HEALTH DEPARTMENT, AMERICAN CANCER SOCIETY, 401 Park Avenue, Newport, Kentucky 41071.

Program Title:
FreshStart.

Contact:
Michelle Martin or Teri Rose (606)491-6611.

Description:
This 5-day program is conducted in 2-hour sessions over a 2 1/2 week period. Sessions involve 15 to 20 participants and are free. The program deals with all aspects of smoking cessation, including the physiological effects of smoking, addiction, withdrawal, diet and nutrition, exercise, stress management, relaxation techniques, communications skills, and avoiding the return to cigarettes. Educational films are used as well as pamphlets and articles on related topics. Ex-smokers who have completed this program are invited as guest speakers. Facililators emphasize a positive attitude to participants as important in the quitting process as well as individual responsibility and planning. A series of four Coping Skills Seminars are offered to participants to aid in the quitting process. These seminars include Weight Control/Nutrition, Exercise and Fitness Testing, Assertiveness Training, and Stress Management. Followup is conducted at 3, 6, and 12 months. Evaluations have been conducted.

327. NORTHERN KENTUCKY DISTRICT HEALTH DEPARTMENT, 401 Park Avenue, Newport, Kentucky 41071.

Program Title:
Take Charge (K–6), DUAL (7–8).

Contact:
Heidi-Inge Wiedaman (606)491-6611.

Description:
These sequential curricula for grades kindergarten through eight on alcohol, drugs, and tobacco education contain 7 to 15 lesson plans for each grade level. There is a resource supplement for teachers containing facts on all substances, suggestions for how to run different types of lessons, activity handouts, and guides and resource lists. All audiovisuals within the lessons are available free of charge from the Northern Kentucky District Health Department. The cost of Take Charge is $20, and DUAL $15. Teachers implementing these programs receive training. The programs are designed to help students increase self-awareness, improve decision-making skills, resist media and peer pressure, and obtain accurate information on effects of alcohol, drugs, and

tobacco on the body. The following are some resources specifically relating to tobacco education that are included in the curriculum: The American Cancer Society of Northern Kentucky supplies many resources free of charge to schools; two kits are available entitled "An Early Start to Good Health" and "Health Network," as well as many pamphlets and booklets. There are also materials from the American Lung Association available. There is a mechanical smoker and smoking ashtray for visual aid depiction of smoking residue in the body and the award-winning video "The Road" about smoking. Pre- and posttests are used to evaluate changes in student understanding and attitude of how health is affected by the use of substances.

328. THE NORTON LIFESTYLE CENTER, 226 East Broadway, Louisville, Kentucky 40202.

Program Title:
Smoke Stoppers.

Contact:
Leah Stuart (502)562-8615.

Description:
The Norton Lifestyle Center offers Smoke Stoppers for those smokers ready to become ex-smokers. The program helps people discover when and why they smoke, become aware of behaviors and attitudes toward smoking, and prepare both physically and psychologically for quitting. Stress management, relaxation techniques, nutritional awareness, and behavior changes all combine to produce a highly effective program. The 5-week program begins with a free introductory session in the first week. At this session participants receive their manual with preparatory material. There are four 1 and 1/2 hour meetings in week 2 on consecutive days or evenings. Quitting occurs in week 2. Weeks 3, 4, and 5 offer once per week 1-hour support group meetings.

LOUISIANA

329. AMERICAN CANCER SOCIETY, LOUISIANA DIVISION, INC. 700 Masonic Temple Building, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Program Title:
FreshStart Quit Smoking Program.

Contact:
Elisa Arnona (504)523-2029.

Description:
FreshStart is a realistic program that gives techniques for conquering all three ways in which smokers can be linked to their cigarettes: chemical addiction, habit, and psychological dependency. It gives clear, concrete strategies for dealing with stress management and weight control. The program consists of four 1-hour group sessions, usually held during a 2-week period. Sessions are held in major communities throughout the State and are free of charge. Speakers, films, and literature are available free of charge for educational programs. Materials are available for both youth and adult audiences.

330. AMERICAN CANCER SOCIETY, 7th Floor, Masonic Temple, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Program Title:
FreshStart.
For additional information about the American Cancer Society FreshStart program see Part 1.

Contact:
Elisa Arnona (504)523-2029 or 522-0851.

Description:
FreshStart is a four-session program offered monthly. Presentations are led by a doctor, social worker, and nutritionist. Group discussions are used. There is no fee for participants and this program is open to the public.

331. AMERICAN LUNG ASSOCIATION OF LOUISIANA, INC., 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
W. Findley Raymond, Executive Director (504)523-LUNG.

Description:
The two Freedom From Smoking manuals developed by the American Lung Association are distributed by this local chapter. In addition, this organization attempts to motivate hospitals to establish nonsmoking policies, and lobbies for State and city legislation supporting nonsmokers' rights. Referrals are provided for individuals who wish to quit smoking, and assistance is provided to other agencies and organizations conducting cessation programs. Public health education efforts include literature distribution, mass media messages, and public speaking engagements.

332. AMERICAN LUNG ASSOCIATION OF LOUISIANA, INC., Suite 500, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Program Title:
Curriculum Guidelines and Planning.

Contact:
W. Findley Raymond, Executive Director (504)523-LUNG.

Description:
Curriculum guidelines and planning include teaching aids for the elementary and secondary levels in the subject areas of smoking, air pollution, marijuana risks, and lung health.

333. AMERICAN LUNG ASSOCIATION OF LOUISIANA, INC., Suite 500, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Program Title:
Freedom From Smoking in Twenty Days.

Contact:
W. Findley Raymond, Executive Director (504)523-LUNG.

Description:
Freedom From Smoking in 20 Days is a self-help program designed to take a person step-by-step through a course on how to become a nonsmoker. The individual has the option to quit cold turkey after a 7-day initiation period, or go through a gradual withdrawal over 20 days. A maintenance booklet is distributed to help the person remain a nonsmoker.

334. AMERICAN LUNG ASSOCIATION OF LOUISIANA, INC. Suite 500, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Program Title:
Group Hynosis Program.

Contact:
W. Findley Raymond, Executive Director (504)523-LUNG.

Description:
This 90-minute group hypnosis clinic, which is conducted by a certified hypnotist, helps reinforce positive images of a nonsmoker that assists the smoker in kicking the habit. A cassette tape, given to each participant, provides daily followup and allows the person to continue with the hypnosis program at home. This program costs $35 and is offered quarterly throughout the State.

335. AMERICAN LUNG ASSOCIATION OF LOUISIANA, INC., Suite 500, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Program Title:
Literature and Information.

Contact:
W. Findley Raymond, Executive Director (504)523-LUNG.

Description:
The American Lung Association of Louisiana is a clearinghouse for information on all lung diseases and related topics, including smoking and health, air pollution, occupational lung diseases, and passive smoking.

336. AMERICAN LUNG ASSOCIATION, TOURO INFIRMARY, 1401 Foucher Street, New Orleans, Louisiana 70115.

Program Title:
Freedom From Smoking in Twenty Days.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Marion Wojtowicz (504)897-7011.

Description:
Freedom From Smoking in Twenty days, designed by the American Lung Association, is available.

337. CANCER ASSOCIATION OF GREATER NEW ORLEANS INC., SEVENTH-DAY ADVENTIST CHURCH, 3901 Tulane Avenue, New Orleans, Louisiana 70119.

Program Title:
CARE, Five-day Program.

Contact:
Luann Dozier (504)482-1113.

Description:
CARE is a five-day program led by professionals. It is directed toward a educational, psychological, and spiritual approach. It is held four times annually at area hospitals in connection with the Seventh-Day Adventist Church. The fee for participants is $10.

338. EAST JEFFERSON HOSPITAL, DEPARTMENT OF EDUCATION, 4200 Houma Blvd., Metairie, Louisiana 70011.

Program Title:
Commit to Quit.

Contact:
Gail Fleitas (504)454-4221.

Description:
Commit to Quit is a 5-day program, for business and industry at a work site for a $100 per hour fee, or for individuals attending sessions for a $30 fee. It stresses behavior modification, health, nutrition, and stress management and utilizes self-hypnosis and relaxation techniques.

339. LOUISIANA DEPARTMENT OF HEALTH AND HUMAN RESOURCES, OFFICE OF PREVENTIVE AND PUBLIC HEALTH SERVICES, HEALTH EDUCATION, 325 Loyola Avenue, New Orleans, Louisiana 70112.

Program Title:
Health Promotion.

Contacts:
Roland P. Batiste or Ellyce D. Goins (504)568-5444.

Description:
This program is designed to facilitate the communities' efforts in promoting and implementing health promotion programs that include smoking cessation. Consultation to communities about planning, implementing, and evaluating health promotion programs is provided on an as needed basis. Audiovisual materials in 16 mm film, video, filmstrip, and slides are available for loan to the communities at no charge. Pamphlets are provided to individuals requesting small quantities, but large quantities are referred to other agencies where appropriate.

340. OCHSNER CENTER FOR ELIMINATION OF SMOKING, ALTON OCHSNER MEDICAL FOUNDATION, Libby-Dufour Building, Room 204, 1516 Jefferson Highway, New Orleans, Louisiana 70121.

Program Title:
Stop Smoking Program.

Contact:
Leonard G. Hudzinski (504)838-4025.

Description:
Participants in this smoking cessation program are seen once a week for 8 weeks. Methods used include group support, education therapy, and behavioral techniques. During the first 3 weeks, participants are taught skills to aid them in becoming nonsmokers (e.g., deep-breathing exercises, recognizing and handling stress, recognizing triggers that create urges). Between the third and fourth weeks, the participants are exposed to counterconditioning methods. The remaining sessions are used primarily for reinforcement, for identifying and solving problems, and for providing specific information about smoking. After the 8-week program, participants are offered group followup sessions to use when they feel it necessary.

341. THE WELLNESS INSTITUTE, 2901 General de Gaulle Drive, Suite 106 B, New Orleans, Louisiana 70114.

Program Title:
Smoke Free.

Contact:
Dr. Harold Dawley (504)361-1845.

Description:
Smoke Free is a nine-session smoking cessation program geared toward the worksite. It utilizes group therapy and uses behavioral, educational, and self-control approaches. The program is led by professionals who focus on consultation on smoking control and smoking discouragement. The fee ranges from $75 to $150.

MAINE

342. AMERICAN CANCER SOCIETY, MAINE DIVISION, INC., 52 Federal Street, Brunswick, Maine 04011.

Program Title:
FreshStart.

Contact:
Mae Bryant, Public Education Director (207)729-3339 or 1-800-482-0113.

Description:
This program is designed to help participants stop smoking by providing them with all of the essential information and strategies needed to direct their efforts at stopping. FreshStart is a straightforward, no-nonsense program. It contains all the elements that have been found to be meaningful in helping smokers stop and stay off cigarettes; the behaviors, thoughts, and feelings of participants are addressed. Finally, FreshStart makes use of group interaction to encourage and support change, but it does not foster dependency on the group among the participants. The program is primarily a series of work sessions. Individual situations are given more attention in the group process. The FreshStart program consists of four 1-hour group sessions held during a 2-week period. It is recommended that 12 to 15 participants be scheduled for each group.

343. CENTRAL MAINE MEDICAL CENTER VOLUNTEER OFFICE, Lewiston, Maine 04240.

Program Title:
Smokebusters Cessation Clinic.

Contact:
Curtis Jack or Jane Ham (207)795-2470.

Description:
Smokebusters Cessation Clinic works with the Smokebusters Support Group. It is a no-pressure, no-preaching group, and is more intense than the support group. The program holds two meetings a week for 3 weeks. The clinic has three basic phases: (1) familiarizing the smoker with his habit, (2) strategies for quitting, including a 48-hour cessation period, and (3) maintaining a nonsmokers' lifestyle. As with the support group, the cessation clinic is very people oriented, and the smoker is encouraged to help himself.

344. CENTRAL MAINE MEDICAL CENTER VOLUNTEER OFFICE, Lewiston, Maine 04240.

Program Title:
Smokebusters Support Group.

Contact:
Curtis Jack or Jane Ham (207)795-2470.

Description:
Smokebusters Support Group is a no-pressure group of smokers, ex-smokers, and friends and family of smokers that get together bimonthly to discuss smoking and quitting smoking. In existence since August 1984, the support group has worked in conjunction with the cessation clinic. Meetings are held on Monday nights and a wide range of topics is discussed.

345. MAINE DEPARTMENT OF HUMAN SERVICES, BUREAU OF HEALTH, DIVISION OF HEALTH EDUCATION, Station 11, Augusta, Maine 04333.

Program Title:
Smoking Cessation Program.

Contact:
Edward F. Miller, Director (207)289-3201.

Description:
The Division of Health Education conducts a training program for smoking cessation group facilitators. The curriculum used draws upon features of many other cessation programs, including those by the American Cancer Society, American Lung Association, American Health Foundation, and National Cancer Institute. The key to this training program is in the selection of potential trainees who have previous experience in group leadership. Training sessions are limited to less than 10 individuals to maximize discussion.

346. PARKVIEW MEMORIAL HOSPITAL, 329 Maine Street, Brunswick, Maine 04011.

Program Title:
Stop Smoking Clinic–Breathe Free.

Contact:
Dawn Stilphen, Director of Education (207)729-1641 ext. 211.

Description:
This series is held in eight sessions over a 3-week period and is offered frequently throughout the year at Parkview Memorial Hospital, Brunswick, Maine. Instructors include a chaplain and a physician.

347. PARKVIEW MEMORIAL HOSPITAL, 329 Maine Street, Brunswick, Maine 04011.

Program Title:
The Five Day Plan to Stop Smoking.

Contact:
J. Marvin Whitney, Stop Smoking Coordinator (207)729-1641.

Description:
Based on the internationally known Five-Day Plan to Stop Smoking, this program was recently revised and updated to focus more on motivation and lasting decisions. The program incorporates lectures, films and videos, and group therapy in a unified program of smoking cessation. Followup and support-group meetings and individual counseling sessions are available.

MARYLAND

348. AMERICAN CANCER SOCIETY, MONTGOMERY COUNTY UNIT, 11323 Amherst Avenue, Silver Spring, Maryland 20902.

Program Title:
FreshStart.

Contact:
Christine Yankus-Eng, Program Director (301)933-9350.

Description:
This is a quit smoking program that teaches learning strategies on how to quit smoking and thereafter remain a nonsmoker. Booklets for participants are included in the program.

349. AMERICAN CANCER SOCIETY, MONTGOMERY COUNTY UNIT, 11323 Amherst Avenue, Silver Spring, Maryland 20902.

Program Title:
Quitters Guide.

Contact:
Christine Yankus-Eng, Program Director (301)933-9350.

Description:
This 7-day plan to stop smoking program is addressed to smokers who prefer to quit on their own.

350. AMERICAN LUNG ASSOCIATION OF MARYLAND, INC., 11 East Mount Royal Avenue, Baltimore, Maryland 21202.

Program Title:
Counseling the Pregnant Smoker.

Contact:
Anne Eder (301)685-6484.

Description:
This program is designed to assist health care providers in counseling pregnant patients in stopping smoking. It provides an overview of the risks of smoking during pregnancy, an understanding of the behavioral aspects of smoking, and methods and materials for counseling the pregnant smoker to quit. Health care providers are given a packet of materials for use with the pregnant patient, including an illustrated flipchart, a handbook, a protocol, and patient self-help materials. In addition, a 10-minute slide-tape presentation is available, which highlights the decisions of a pregnant mother as she is confronted with the effects of cigarette smoking on her unborn baby.

351. AMERICAN LUNG ASSOCIATION OF MARYLAND, 170 Rollins Avenue, Rockville, Maryland 20852.

Program Title:
Clowns Don't Smoke.

Contact:
Sandy Guilford (301)881-6852.

Description:
The program is designed for fourth and fifth graders. It provides information about smoking by using a skit entitle "Ashesella." It is a clown's version of the fairy tale "Cinderella." Performers of the skit are members of the Association's Clown Troupe. The children learn about the ill effects of cigarette smoking. The clowns lead a discussion before and after their presentation.

352. AMERICAN LUNG ASSOCIATION OF MARYLAND, 170 Rollins Avenue, Rockville, Maryland 20852.

Program Title:
Smoking Deserves A Smart Answer.

Contact:
Stephen Peregoy (301)685-6484.

Description:
Smoking Deserves a Smart Answer is a smoking prevention program designed for use by educators and community leaders working with 11- to 12-year-old adolescents. The focus of the program is to help adolescents understand and resist pressures to smoke. Additionally, the program addresses the health effects of smoking, the social and behavioral motivations related to smoking, the effects of cigarette advertising, and decisionmaking. The program is designed so that it can be used in a variety of school and

community settings with a wide range of adolescents, including low income adolescents who are at a higher risk for starting to smoke. Smoking Deserves a Smart Answer is designed as a five-session program, but can be modified to fit into existing curricula. Program materials include a 20-page resource guide for the educator, 10 supplemental worksheets, 7 full color 22" by 17" posters, and 3 sheets of stickers. A pamphlet, "Six Good Ways To Say No To A Cigarette," has also been developed.

353. AMERICAN LUNG ASSOCIATION OF MARYLAND, 170 Rollins Avenue, Rockville, Maryland 20852.

Program Title:
Because You Love Your Baby.

Contact:
Donna Dillon, Associate Director (301)881-6852.

Description:
This is a program for pregnant women who smoke. They can either write or call the office and request free pamphlets.

354. AMERICAN LUNG ASSOCIATION OF MARYLAND, 170 Rollins Avenue, Rockville, Maryland 20852.

Program Title:
Freedom From Smoking.

Contact:
Donna Dillon, Associate Director (301)881-6852.

Description:
This is a 7-week program dealing with smoking cessation and behavior modification. A cold turkey method is used during the third week, with group support and interaction. The cost of the program is $25. There are handouts, films, and manuals available for participants to use.

355. AMERICAN LUNG ASSOCIATION OF MARYLAND, 170 Rollins Avenue, Rockville, Maryland 20852.

Program Title:
Freedom From Smoking–Self-Help.

Contact:
Donna Dillon, Associate Director (301)881-6852.

Description:
The Freedom From Smoking Self Help program is open to all smokers. Any smoker can call or write the American Lung Association and ask for manuals, which cost $7, to help them stop smoking on their own.

356. AMERICAN LUNG ASSOCIATION OF MARYLAND, 170 Rollins Avenue, Rockville, Maryland 20852.

Program Title:
GUTS–Give Up The Smoking.

Contact:
Donna Dillon, Associate Director (301)881-6852.

Description:
This program deals with ex-smokers in a support group that is held once a month to maintain their nonsmoking behavior.

357. AMERICAN LUNG ASSOCIATION OF MARYLAND, 170 Rollins Avenue, Rockville, Maryland 20852.

Program Title:
Non-Smokers Rights.

Contact:
Donna Dillon, Associate Director (301)881-6852.

Description:
This program is for people who do not smoke. It is responsible for advocating legislation helpful to nonsmokers. This program is held once a month and is free.

358. BALTIMORE CITY HEALTH DEPARTMENT, DIVISION OF CANCER PREVENTION, 111 North Calvert Street, Baltimore, Maryland 21202.

Program Title:
Cancer Prevention Program.

Contact:
Lee Truelove (301)396-5095.

Description:
The Division provides smoking cessation clinics based on the programs of the American Cancer Society and the American Lung Association. Training is provided by the organizations cited. In addition, the Division maintains a public information and education service. Individual counseling on smoking and health is provided when requested.

359. CARROLL COUNTY HEALTH DEPARTMENT, P.O. Box 845, 540 Washington Road, Westminster, Maryland 21157.

Program Title:
Smoking Education/Quit Smoking Programs.

Contact:
Barbara Rodgers, Health Educator (301)876-2152 ext. 110.

Description:
This organization provides individual or group programs and an information and referral service to county residents who are trying to quit smoking. Cessation programs are held in conjunction with the American Heart Association, American Lung Association, and Seventh-Day Adventists. Programs include general smoking education, behavior modification, diet and nutrition, exercise, stress reduction, and support group activities.

360. CHESAPEAKE CONFERENCE OF THE SEVENTH-DAY ADVENTIST CHURCH, KENT COUNTY HEALTH DEPARTMENT, Road 2, Box 445, Chestertown, Maryland 21620.

Program Title:
Breathe Free Plan to Stop Smoking.

Contacts:
Gwendolyn T. Rodney (301)778-6063 and Art Moyer, Director of the Adventist Health Network (301)778-6632.

Description:
This eight-session program is a revision of the Five Day Plan program. This program is held in a group clinic.

361. CITY OF BALTIMORE, HEALTH DEPARTMENT, 111 North Calvert Street, Baltimore, Maryland 21202.

Program Title:
Antismoking Education.

Contact:
Richard Dunning, Chief, Division of Cancer Prevention (301)396-5095.

Description:
This organization coordinates community efforts in the area of smoking education. Smoking prevention or cessation materials are provided upon request to individuals or groups. Presentations are given on the health effects of smoking and the development of smoking policies. Arrangements are made for smoking cessation programs to be carried out or developed for interested groups. Testimony and other support are provided for legislation regarding nonsmokers' rights. An interagency effort to develop a smoking education package/program for asbestos workers is supported. Individuals interested in participating in a formal cessation program are referred to programs conducted by other agencies and organizations.

362. FRANKLIN SQUARE HOSPITAL, 9000 Franklin Square Drive, Baltimore, Maryland 21237.

Program Title:
Stop Smoking Program.

Contact:
Patricia C. Ford, Coordinator of Health Education (301)391-3900 ext. 5617.

Description:
This program consists of eight 1-hour sessions. During the first four sessions, the habit of smoking, the physical factors, and the steps to quitting are explored. Stress and other triggers related to smoking are discussed, along with hints for coping with the triggers when quitting. Weight control hints are also included. The last half of the course provides support and hints for the new ex-smokers. The focus is placed on staying quit and living with a healthier lifestyle. This program is made available at the hospital or in the workplace.

363. KENT COUNTY HEALTH DEPARTMENT, 400 High Street, Chestertown, Maryland 21620.

Program Title:
Individual Counseling.

Contact:
Gwendolyn T. Rodney (301)778-6063.

Description:
This program provides individualized workout for participants to help them stop smoking, utilizing whatever material and technique works best for each individual.

364. QUEEN ANNE'S COUNTY HEALTH DEPARTMENT, 206 North Commerce Street, Centreville, Maryland 21617.

Program Title:
Smoking Cessation Program.

Contact:
Kathleen Tumulty (301)758-0720.

Description:
This organization conducts two or three smoking cessation programs per year. Clinics involve learning about health effects of smoking patterns, behavior modification, stress management, and dealing with loss. American Cancer Society, American Heart Association, American Lung Association, and National Cancer Institute materials are distributed. Countywide, incentive-based quit smoking campaigns are conducted periodically for the community. Health effects from smoking discussions are given in schools and to community groups.

365. SACRED HEART HOSPITAL, COMMUNITY WELLNESS PROGRAMS, CENTER FOR WELLNESS, 915 Bishop Walsh Drive, Cumberland, Maryland 21502.

Program Title:
Smoke Stoppers.

Contact:
Sandi Geiger (301)759-5020.

Description:
Smoke Stoppers is a three-phase smoking cessation program. It is designed to prepare the individual for the experience of quitting, to provide the technology and guidance for cessation, and to provide a support forum for transition needs.

366. TALBOT COUNTY HEALTH DEPARTMENT, 100 South Hanson Street, P.O. Box 480, Easton, Maryland 21601.

Program Title:
Stop Smoking Program, Public Education.
For additional information about the American Cancer Society Helping Smokers Quit program see Part 1.

Contact:
Janet Pfeffer (301)822-2292.

Description:
The Health department works with other community agencies to train leaders and provide a stop-smoking program based on the American Cancer Society model. It also distributes self-help materials and provides newspaper articles and radio public service announcements on quitting smoking.

367. TALBOT COUNTY HEALTH DEPARTMENT, 100 South Hanson Street, P.O. Box 480, Easton, Maryland 21601.

Program Title:
Smoke-Free.

Contact:
Janet Pfeffer (301)822-2292.

Description:
This organization offers individual or small group counseling and an information and referral service to county residents trying to quit and remain off cigarettes. Services are provided by volunteer ex-smokers trained at the Health Department. Participants learn to identify their patterns of smoking, identify why they smoke, identify strong reasons

for quitting, and learn tips for giving up and remaining off cigarettes. Pamphlets and other printed materials developed by the American Cancer Society, the American Lung Association, and the National Cancer Institute are distributed. Records are maintained on each participant, which document smoking behavior, activities during the counseling sessions, and smoking behavior at 1-, 6-, and 12-month followup.

368. UNION HOSPITAL OF CECIL COUNTY, Singerly Avenue, Elkton, Maryland 21921.

Program Title:
Freedom From Smoking Clinic, American Lung Association Program.

Contact:
Lori Grimes (301)398-4000.

Description:
This program, consisting of an orientation and seven 2-hour sessions, utilizes behavior modification and group support. Positive lifestyle changes and the benefits of quitting smoking are emphasized. Topics covered include understanding your smoking habit, building motivation to quit smoking, identifying triggers, coping skills, possible withdrawal symptoms, relaxation techniques, exercise, weight control, and nonsmoking maintenance skills. A variety of literature and audiovisual aids are used. The participants are each given a relaxation tape and a maintenance manual to help them remain nonsmokers after the program ends.

369. WASHINGTON COUNTY HEALTH DEPARTMENT, 1302 Pennsylvania Avenue, P.O. Box 2067, Hagerstown, Maryland 21740. AMERICAN CANCER SOCIETY, AMERICAN HEART ASSOCIATION, AMERICAN LUNG ASSOCIATION, BOARD OF EDUCATION OF WASHINGTON COUNTY.

Program Title:
Smoking Awareness Program.

Contact:
Robert L. Brandt, Health Educator (301)791-3232.

Description:
High school students may choose to enroll in this program as an alternative to suspension for smoking on school grounds. The program is offered whenever six or more students are referred. (Students may also elect to attend one of the community smoking cessation clinics as an alternative to suspension.) Objectives are to substitute a more meaningful experience for suspension; to increase the students' knowledge of the health dangers of cigarette smoking to themselves and to others; and to decrease the number of student smokers through education concerning not only the health dangers of smoking, but also the social and psychological factors that lead to the smoking habit. The program consists of eight 60- to 90-minute sessions. Sessions are conducted in a peer group setting, with the assistance of an experienced adult facilitator. The special needs of adolescents are stressed. Group discussions, films, guest speakers from the medical profession, and other techniques are used. All discussions are conducted in complete confidentiality; school officials are given no information on any student in the program other than his attendance record. This organization also provides materials to individuals who inquire about smoking, its health effects, and quitting techniques and cooperates with the local units of the American Cancer Society and the American Heart Association in sponsoring and conducting group smoking withdrawal programs.

MASSACHUSETTS

370. AMERICAN CANCER SOCIETY MASSACHUSETTS DIVISION, INC., 247 Commonwealth Avenue, Boston, Massachusetts 02116.

Program Title:
Smokers Liberation Program.
For additional information about the American Cancer Society Helping Smokers Quit program see Part 1.

Contact:
Lynda Graham-Meno, Public Education Coordinator (617)267-2650 (In State) 1-800-952-7664.

Description:
The emphasis of this smoking cessation program is on self-help for the adult smoker. Smokers learn their individual reasons for smoking, and are assisted in developing strategies for quitting. Trained lay volunteers, called facilitators, serve not as leaders or therapists, but more as guides or catalysts to encourage the smoker to work with the program. Additional support is provided by the 10 to 20 other smokers in the clinic. The clinic utilizes the "I Quit Kit" as well as films, exercises, speakers, and biofeedback equipment. Clinics are conducted either as four 2-hour sessions or as eight 1-hour sessions. The fee is $25. Smokers from business, industry, and the general public have been served. By using lay volunteers as facilitators, instead of teachers, less training of the volunteers is required, and less experienced volunteers can be used.

371. AMERICAN CANCER SOCIETY MASSACHUSETTS DIVISION, INC., 247 Commonwealth Avenue, Boston, Massachusetts 02116.

Program Title:
Youth Smoking Cessation Clinic.
For additional information about the American Cancer Society Smoking Cessation Clinics for High School Students see Part 1.

Contact:
Lynda Graham-Meho, Public Education Coordinator (617)267-2650 (In State) 1-800-952-7664.

Description:
High school students who want to stop smoking are the targets of this nine-session cessation clinic. Groups of 10 to 20 students are instructed during class time by specially trained high school faculty. This clinic can be incorporated into the regular classroom schedule. Films and biofeedback equipment are part of the program.

372. AMERICAN CANCER SOCIETY, 37 Taber Street, New Bedford, Massachusetts 02740.

Program Title:
Smokers Liberation Program.

Contacts:
Sandi Demoranville or Gayle Bruce (617)996-6262.

Description:
This is a guided self-help program with emphasis on group discussion and group support. Four sessions last 2 hours each and a target quit date is chosen. Films and guest speakers are available. The group facilitator is an American Cancer Society volunteer who has received specialized training.

373. AMERICAN LUNG ASSOCIATION OF CENTRAL MASSACHUSETTS, 35 Harvard Street, Worcester, Massachusetts 01609.

Program Title:
Smoking Education for Students.

Contact:
Emily B. Johnson (617)756-5749.

Description:
This informal smoking education program is conducted when requested by an individual school or by some other organization. Participants are made aware of the hazards of smoking and the underlying psychological reasons why people begin smoking. The factors involved in making that initial decision and the difficulty in stopping are discussed. Also discussed are the rights of nonsmokers. Brochures, pamphlets, and buttons are distributed; films and samples of lung tissue are shown. The teaching is done by volunteers. Although designed for students, the program can be adapted for any organization.

374. AMERICAN LUNG ASSOCIATION OF CENTRAL MASSACHUSETTS, 35 Harvard Street, Worcester, Massachusetts 01609.

Program Title:
Freedom From Smoking Clinics.

Contact:
Emily B. Johnson, Program Director (617)756-5749.

Description:
This group smoking cessation program meets for seven 1 1/2-2 hour sessions. It is based on behavior modification techniques, with emphasis on coping skills and maintaining nonsmoking behavior.

375. AMERICAN LUNG ASSOCIATION OF CENTRAL MASSACHUSETTS, 35 Harvard Street, Worcester, Massachusetts 01609.

Program Title:
Freedom From Smoking Manuals.

Contact:
Emily B. Johnson, Program Director (617)756-5749.

Description:
This effort consists of two self-help manuals designed to help smokers kick the habit.

376. AMERICAN LUNG ASSOCIATION OF CENTRAL MASSACHUSETTS, 35 Harvard Street, Worcester, Massachusetts 01609.

Program Title:
Smoking During Pregnancy Education.

Contact:
Emily B. Johnson, Program Director (617)756-5749.

Description:
This program includes materials for health care providers and consumers about the dangers of smoking during pregnancy. It includes a slide and tape presentation.

377. AMERICAN LUNG ASSOCIATION OF CENTRAL MASSACHUSETTS, DIVISION OF PREVENTIVE MEDICINE, 600 Washington Street, Room 705, Boston, Massachusetts 02111.

Program Title:
How To Quit Smoking on Your Own—A Two-Session Smoking Cessation Program.

Contact:
Nancy Lichter, Smoking Cessation Coordinator (617)727-2662.

Description:
This self-help program was developed to determine whether a two-session, 5-hour smoking cessation program can achieve cessation rates similar to those achieved by longer programs. Habit awareness, alternative behaviors to smoking, and rewards for success are discussed. Owing to the minimum staff time necessary and the fact that lay people can be easily trained, this program can be implemented with minimum expenditures. The program is packaged and available to persons interested in conducting it at local sites.

378. AMERICAN LUNG ASSOCIATION OF ESSEX COUNTY, 239 Newburyport Turnpike, Topsfield, Massachusetts 01983.

Program Title:
Freedom From Smoking Program.

Contact:
Deborah J. Wedge, Director of Program (617)887-6055.

Description:
Educational materials, group support, and behavior modification techniques are employed to encourage smoking cessation in an eight-session (60 minutes per session) clinic. The program includes presentations by doctors, relaxation therapists, and nutritionists, as well as testimonials by ex-smokers. Participants learn from pamphlets, films, self-testing materials, and maintenance manuals.

379. AMERICAN LUNG ASSOCIATION OF ESSEX COUNTY, 239 Newburyport Turnpike, Topsfield, Massachusetts 01983.

Program Title:
Self-help with help.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Deborah J. Wedge, Director of Program (617)887-6055.

Description:
This program may augment the Freedom From Smoking manuals with four 1-hour prep sessions particularly suited to workplace settings.

380. AMERICAN LUNG ASSOCIATION OF ESSEX COUNTY, 239 Newburyport Turnpike. Topsfield, Massachusetts 01983.

Program Title:
Biofeedback Smoking Education Program.

Contact:
Deborah J. Wedge, Director of Program (617)887-6055.

Description:
Using four biofeedback machines, this 5-day (40 minutes per day) curriculum program seeks to encourage cessation and prevention of smoking and to raise the awareness of the hazards of smoking among students. Students measure and compile data on physiological parameters before and after smoking one cigarette, using a carbon monoxide analyzer (Ecolyzer), a cardiotachometer, a digital thermometer, and a tremor tester. Each student participant receives a package of educational material. Printed materials are also used to train teachers who will use the program in their classrooms.

381. AMERICAN LUNG ASSOCIATION OF MIDDLESEX COUNTY, 5 Mountain Road, P.O. Box 2[illegible] Burlington, Massachusetts 01803.

Program Title:
Smoking Awareness Program.

Contact:
David P. Ales (617)272-2866.

Description:
Smoking Awareness is a demographically designed program featuring an innovative approach to education and the prevention of the various hazards associated with smoking. Formats have been developed for the general public, for school-age children, and for industry and professional organizations. The general public is provided with educational information for increased health awareness. Students are provided with information on how the body works, and how smoking can adversely affect it. Industry and professional organizations are provided with an innovative approach to a healthier working environment. All three formats utilize a fact sheet series, handouts, posters, buttons, films, slide presentations, actual lung samples, a Smoking Sam manikin, and an Ecolyzer (carbon monoxide analyzer). Programs are conducted throughout the year, and are available to all schools and industries in the area.

382. AMERICAN LUNG ASSOCIATION OF WESTERN MASSACHUSETTS, 393 Maple Street, Springfield, Massachusetts 01105.

Program Title:
Biofeedback Smoking Education Program.
For additional information about the American Lung Association Biofeedback program see Part 1.

Contact:
Gail Gramarossa (413)737-3506.

Description:
The Biofeedback Smoking Education Program (BSEP) seeks to modify the smoking behavior of students in grades 7 to 12 by using the concepts of self-instruction, peer influence, and biofeedback. A cardiotachometer, digital thermometer, tension steadiness machine, and Ecolyzer are used. Students become aware of the physiological responses to smoking and are encouraged not to start or to stop if they already smoke. No discussion is conducted during the first 4 days of the 5-day (1 hour per day) program, so that students may develop their own beliefs, attitudes, and values on immediate feedback responses and on factual information provided by pamphlets and books. An evaluation held during the fifth day of class compares pretest and posttest results.

383. AMERICAN LUNG ASSOCIATION OF WESTERN MASSACHUSETTS, 393 Maple Street, Springfield, Massachusetts 01105.

Program Title:
School Education Programs.

Contact:
Gail Gramarossa (413)737-3506.

Description:
A variety of school health education programs are offered to individual classes, to large groups, or to special interest groups such as the Key Club. Inservice education is also offered to teachers and school nurses. Objectives are to deliver accurate health information, to help students develop positive body images; to advocate positive health behavior, and to develop an awareness of health issues by helping students to develop their beliefs, values, and attitudes. The programs offered include First Aid, Environmental Health (Air Pollution), Lungs/Disease, and Smoking. The smoking-related programs provided include Octopuff in Kumquat (described in detail in Part 1) and Lungs Are for Life. Books, pamphlets, posters, films, teaching models of lungs showing the effects of smoking, and lung sections are available for grades K–12. Films and models are loaned for a minimum of 3 weeks.

384. AMERICAN LUNG ASSOCIATION OF WESTERN MASSACHUSETTS, 393 Maple Street, Springfield, Massachusetts 01105.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see part 1.

Contact:
Gail Gramarossa (413)737-3506.

Description:
This group cessation program consisting of four weekly meetings assists smokers to analyze their reasons for

smoking and how best to quit. Two Freedom from Smoking manuals are distributed and the concept of maintenance is stressed. Health education emphasizes alternatives to smoking and group support is encouraged.

385. CITY WELLNESS PROGRAM, Springfield City Hall, 36 Court Street, Springfield, Massachusetts 01103.

Program Title:
FreshStart.

Contact:
Robert Shonak (413)787-6014.

Description:
This smoking cessation course, in conjunction with the American Cancer Society FreshStart program, is offered to all employees on site and the community at large. Educational films are available.

386. FAULKNER HOSPITAL, 1153 Centre Street, Jamaica Plain, Massachusetts 02130.

Program Title:
Smoker's Liberation.
For additional information about the American Cancer Society Helping Smokers Quit program see Part 1.

Contact:
(617)522-5800 ext. 1450.

Description:
This group smoking cessation program meets for four 2-hour sessions and one followup session. Groups are limited to approximately 15 persons. The format of the program is modeled on the American Cancer Society group cessation program.

387. HARVARD COMMUNITY HEALTH PLAN, One Fenway Plaza, Boston, Massachusetts 02215.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Ramsay Fountain, Program Coordinator Health Promotion and Education Department (617)421-1021.

Description:
This is a 7-week support and behavior modification group for smokers who want to kick the habit (developed in conjunction with the American Lung Association).

388. HARVARD COMMUNITY HEALTH PLAN, One Fenway Plaza, Boston, Massachusetts 02215.

Program Title:
The Best Reason to Quit.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Ramsey Fountain, Program Coordinator Health Promotion and Education Department (617)421-1021.

Description:
A three-session smoking cessation program is available for pregnant women and their partners, utilizing the American Lung Association's "Freedom From Smoking in 20 Days" self-help kit. Group support is offered to pregnant women.

389. HARVARD COMMUNITY HEALTH PLAN, One Fenway Plaza, Boston, Massachusetts 02215. BRIGHAM AND WOMEN'S HOSPITAL, LYING-IN DIVISION, 75 Francis Street, Boston, Massachusetts 02115.

Program Title:
Begin a New Life, Now!

Contact:
Susan Wilmer, Project Director (617)421-8823.

Description:
Pregnant women are provided with a series of pamphlets on the effects of cigarette smoking on themselves, their babies, and those around them. Also distributed is an information sheet on quitting smoking without gaining weight and a resource list of smoking cessation programs located in the metropolitan Boston area.

390. MASSACHUSETTS DEPARTMENT OF PUBLIC HEALTH, CENTER FOR HEALTH PROMOTION AND ENVIRONMENTAL DISEASE PREVENTION, 150 Tremont Street, 7th Floor, Boston, Massachusetts 02111.

Program Title:
Teacher Training Program: Smoking and Alcohol Abuse Prevention.

Contact:
Nancy Lichter (617)727-2662.

Description:
Teachers are being trained to develop classroom curricula in two separate programs. In the first, graduate level courses in State colleges (approximately 36 contact hours) are offered to teachers for a reduced tuition fee. In the second, teachers are trained in inservice programs that were funded by the Massachusetts Department of Public Health through the Massachusetts Department of Education's Commonwealth Inservice Institute (CII). The CII programs usually ranged from 8 to 33 hours of contact time. Baseline surveys to determine the amount of class time spent on smoking and alcohol abuse prevention are administered during the first training session. A 1-year followup is intended to determine if and how teachers utilized their training. Preliminary results have shown that the training has resulted in increased classroom programs and spinoff projects. The funding of teacher training programs will continue. The program areas to be addressed will be expanded to include heart health, nutrition, physical fitness, and environmentally caused diseases as well as smoking and alcohol abuse prevention.

391. MEDICAL WEST COMMUNITY HEALTH PLAN, INC., 444 Montgomery Street, Chicopee, Massachusetts 01020.

Program Title:
Quit Smoking Workshop.

Contact:
Epi Bodhi, Health Education Coordinator (413)594-3111.

Description:
This smoking cessation group meets for four 2-hour sessions with an optional fifth followup session. It is organized in

cooperation with the American Cancer Society. It is free of charge to MWCHP members.

392. MEDICAL WEST COMMUNITY HEALTH PLAN, INC., 444 Montgomery Street, Chicopee, Massachusetts 01020.

Program Title:
Help for Liberated Smokers.

Contact:
Epi Bodni, Health Education Coordinator (413)594-3111.

Description:
This followup program has been designed to help smokers who have quit to remain smoke free. Meetings are held once a month and are open to anyone who has quit smoking.

393. NEW ENGLAND MEMORIAL HOSPITAL, 5 Woodland Road, Stoneham, Massachusetts 02180.

Program Title:
Five Day Plan To Stop Smoking.
For additional information about the Seventh-Day Adventist Five Day Plan see Part 1.

Contact:
Randall Jewell (617)665-1740 ext. 426.

Description:
Using the standard Seventh-Day Adventist Five Day Plan, the New England Memorial Hospital staff helps people in Boston, Burlington, Woburn, and Stoneham to quit smoking. The program is available to any group within a 20-mile radius of Stoneham. Six programs per year are held. During the program, brochures and antismoking reading material are distributed, films are shown, and individual workplans are developed.

394. NORFOLK COUNTY–NEWTON LUNG ASSOCIATION, 25 Spring Street, Walpole, Massachusetts 02081.

Program Title:
Primary Grades Health Curriculum Project.
For additional information about the Primary Grades Health Curriculum Project see Part 1.

Contact:
Ruth V. Johnstone (617)668-6729.

Description:
The Primary Grades Health Curriculum Project (Seattle model) is implemented in grades kindergarten through third.

395. NORFOLK COUNTY–NEWTON LUNG ASSOCIATION, 25 Spring Street, Walpole, Massachusetts 02081.

Program Title:
Biofeedback.

Contact:
Ruth V. Johnstone (617)668-6729.

Description:
After a mandatory workshop for participating teachers, biofeedback machines are loaned for 5 days to high schools to demonstrate the immediate physiological effect of cigarette smoking. The four machines that are used are a cardiotachometer, a digital thermometer, a tremor tester, and an Ecolyzer (carbon monoxide analyzer). Additionally, pamphlets and books are made available. An in-class evaluation and a pre- and post-test are conducted. The program now includes additional information on marijuana.

396. NORFOLK COUNTY–NEWTON LUNG ASSOCIATION, 25 Spring Street, Walpole, Massachusetts 02081.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Ruth V. Johnstone (617)668-6729.

Description:
The two Freedom From Smoking manuals are distributed by this local organization.

397. NORFOLK COUNTY–NEWTON LUNG ASSOCIATION, 25 Spring Street, Walpole, Massachusetts 02081.

Program Title:
Community Education Programs.

Contact:
Ruth V. Johnstone (617)668-6729.

Description:
Any school, community, or business group may request a program on smoking and lung problems. These programs may include lectures, demonstrations, or health fair exhibits. The goal is the prevention of lung disease by eliminating smoking.

398. NORFOLK COUNTY–NEWTON LUNG ASSOCIATION, 25 Spring Street, Walpole, Massachusetts 02081.

Program Title:
Growing Healthy.

Contact:
Ruth V. Johnstone (617)668-6729.

Description:
Growing Healthy, a comprehensive health education program, includes both the Seattle and Berkeley models. It may be implemented in grades kindergarten through seven.

399. NORFOLK COUNTY–NEWTON LUNG ASSOCIATION, 25 Spring Street, Walpole, Massachusetts 02081.

Program Title:
Smoking Cessation.

Contact:
Ruth V. Johnstone (617)668-6729.

Description:
A five- to seven-session cessation program, based on the nationally known American Lung Association "Freedom From Smoking" clinic, is offered periodically. Quit techniques are discussed.

400. NORFOLK COUNTY-NEWTON LUNG ASSOCIATION, 25 Spring Street, Walpole, Massachusetts 02081.

Program Title:
Marijuana - A Second Look.

Contact:
William Pudsey (617)668-6729.

Description:
The program is designed for children aged 9, 10, and 11. It emphasizes skills children can use to resist peer pressure to experiment with marijuana and other substances including tobacco. The kit includes the following classroom and take-home activities: a teaching guide, parent newsmagazine, and a filmstrip with cassette. Meetings with school, community, and parent groups may be arranged.

401. SMOKERS ANONYMOUS, 71 Linden Street, Lynn, Massachusetts 01905.

Program Title:
Smokers Anonymous Seminar.

Contact:
Melvin A. Ross, Executive Director (617)322-5900.

Description:
This group cessation program involves 10 weekly meetings. Seminars are based on a professionally organized curriculum designed to provide the smoker with a comprehensive understanding of tobacco addiction and the tools necessary to break the smoking habit. A "Do It Yourself Kit," which provides an overview of the Smokers Anonymous method of cigarette withdrawal, is also available. Instructional services are offered to schools, hospitals, and charitable institutions.

402. THE CAMBRIDGE HOSPITAL, DEPARTMENT OF PSYCHIATRY, 1493 Cambridge Street, Cambridge, Massachusetts 02139.

Program Title:
Smoking Cessation–Hypnosis.

Contact:
Debra Hulihan, Associate Director, Behavior Medicine (617)498-1183.

Description:
The one-session hypnosis group is geared toward helping individuals to quit smoking by increasing their own personal motivations for stopping. Additional focus is placed on enhancement of health consciousness and of one's self-image as a nonsmoker. Coping skills for relapse prevention are also taught. The cost is $40; booster sessions will be available at a comparable cost. All participants are evaluated individually. The initial screening is covered by Blue Cross/Blue Shield or other health insurance. Under some circumstances, treatment may also be covered by health insurance. Individuals without a medically based referral will be asked to pay in advance. Financial investment enhances motivation. In addition, the money normally spent on smoking will more than offset the costs.

403. THE CAMBRIDGE HOSPITAL, DEPARTMENT OF PSYCHIATRY, 1493 Cambridge Street, Cambridge, Massachusetts 02139.

Program Title:
Smoking Cessation–Behavior Technique.

Contact:
Debra Hulihan (617)498-1183

Description:
This eight-session behavior modification group is geared toward reducing nicotine intake and addiction and reinforcing behaviors incompatible with smoking. The eight sessions include a nicotine-fading program, relaxation training, stress management, and relapse prvention, all enhanced by group support. The cost is $150; $50 may be paid at each of the first three sessions. All participants are evaluated individually. This initial screening is covered by Blue Cross/Blue Shield or other health insurance. Under some circumstances, treatment may also be covered by health insurance. Individuals without a medically based referral will be asked to pay in advance. Financial investment enhances motivation. In addition, the money normally spent on smoking will more than offset the costs.

404. LEXINGTON BOARD OF HEALTH, 1625 Massachusetts Avenue, Lexington, Massachusetts 02173.

Program Title:
Restriction of Smoking in Food Service Establishments.

Contact:
George A. Smith, Jr., Health Director (617)862-0500

Description:
Lexington was the fifth community in Massachusetts to establish a requirement to provide a nonsmoking section in restaurants. Initially, during the summer of 1982, the Board of Health attempted to establish the concept on a voluntary basis, which was met with limited success. At the 1983 annual town meeting, a Lexington citizens group convinced the town to adopt a mandatory requirement to establish nonsmoking areas in all restaurants with 50 seats or more. Twenty-five percent of these seats were required to be set aside. In October 1983 the Lexington Board of Health adopted its own regulation, which expanded this requirement beyond restaurants to include all inplant and office cafeterias with 50 seats or more. The Board of Health added cafeterias because there was interest shown in this area by local companies and their employees. The Board of Health also felt that employees tend to constitute a captive audience, in that work breaks are often taken in the cafeteria. The Board of Health made literature available from the Massachusetts Department of Public Health to cafeteria operators. American Lung Association and the National Cancer Institute information focused on the benefits to be derived from an effort to quit smoking.

405. AMERICAN HEALTH FOUNDATION, MAHONEY INSTITUTE FOR HEALTH MAINTENANCE, 26555 Evergreen Road, Suite 616, Southfield, Michigan 48076.

Program Title:
Stop Smoking System.

Contact:
Don R. Powell, Regional Director, Division of Health Promotion Services (313)352-7666.

Description:
This highly structured 5-day course teaches the necessary skills for achieving permanent abstinence from smoking. The smoking habit is studied from psychological, social, physiological, and behavioral viewpoints. Participants learn a systematic technology that is designed to prevent the urge to smoke from occurring and to eliminate cravings that may develop. The program has five phases: (1) promotional activities held 2 weeks prior to free introductory sessions; (2) introductory sessions held on 2 consecutive days 1 week prior to the treatment program (participants need attend only one of these sessions); (3) five consecutive 1-hour, or four consecutive 90-minute, treatment sessions; (4) a followup meeting 1 week after the treatment program; and (5) collection of data on abstinence rates at 12 months' posttreatment. Participants receive smoking cessation booklets that present relevant techniques and concepts. There is a fee for participation, but graduates who resume smoking are eligible to attend a subsequent program free of charge.

406. AMERICAN LUNG ASSOCIATION OF GENESEE VALLEY, P.O. Box 529, Flint, Michigan 48501.

Program Title:
Hypnosis, Smoking Cessation.

Contact:
Anthony Vukelich (313)232-3177.

Description.
This 90-minute, 5-step hypnosis program provides relaxation training and discusses the mental and physical changes involved in smoking cessation.

407. AMERICAN LUNG ASSOCIATION OF MICHIGAN, 403 Seymour, Lansing, Michigan 48914.

Program Title:
Freedom From Smoking Self Help Booklets.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Karen Krzanowski (517)484-4541.

Description:
The American Lung Association Freedom From Smoking program is offered.

408. AMERICAN LUNG ASSOCIATION OF MICHIGAN, 403 Seymour, Lansing, Michigan 48914.

Program Title:
Lungs Are For Life

Contact:
Karen Krzanowski (517)484-4541.

Description:
This program consists of four modules; one each for kindergarten, first grade, and second grade and one combined for the third and fourth grade. The program teaches school-age children about the respiratory system and includes information on smoking.

409. AMERICAN LUNG ASSOCIATION OF SOUTHEASTERN MICHIGAN, 28 West Adams, Detroit, Michigan 48226.

Program Title:
Anti-Smoking Education.

Contact:
Laura Steaffeld, Program Associate (313)961-1697.

Description:
Antismoking education is provided for any school grade level or community group. Presentations are enhanced with films and literature, biofeedback equipment for demonstration purposes, and prepackaged educational materials for specific grade levels. Presentations differ according to group's area of interest.

410. AMERICAN LUNG ASSOCIATION OF SOUTHEASTERN MICHIGAN, 28 West Adams, Detroit, Michigan 48226.

Program Title:
Cigarette Send Off.

Contact:
Laura Steaffeld, Program Associate (313)961-1697.

Description:
Held four to five times a year, the Send-Off is a comprehensive smoking withdrawal clinic combining the most effective methods of helping smokers to kick the habit. Hypnosis, behavior modification, presentations of the health effects of smoking, tips on how to quit, and dramatic film highlights of cigarettes' immediate effects on the body are the basic elements of the 3-hour clinic. Participants receive a cassette tape for followup self-hypnosis, a variety of behavior modification materials, and a Lifetime of Freedom From Smoking maintenance manual.

411. AMERICAN LUNG ASSOCIATION OF SOUTHEASTERN MICHIGAN, 28 West Adams, Detroit, Michigan 48226.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Laura Steaffeld, Program Associate (313)961-1697.

Description:
The American Lung Association Freedom From Smoking program is offered.

412. AMERICAN LUNG ASSOCIATION OF SOUTHEASTERN MICHIGAN, 28 West Adams, Detroit, Michigan 48226.

Program Title:
The Smoking Phone (963-3029).

Contact:
Laura Steaffeld, Program Associate (313)961-1697.

Description:
The Smoking Phone is available to provide information on smoking cessation, nonsmokers' rights, clinics, the general health effects of smoking, and other educational materials. After business hours callers are greeted with a taped message urging participation in withdrawal techniques and upcoming programs.

413. AMERICAN LUNG ASSOCIATION OF SOUTHEASTERN MICHIGAN, 28 West Adams, Detroit, Michigan 48226.

Program Title:
Tips and Truths on Tobacco.

Contact:
Laura Steaffeld, Program Associate (313)961-1697.

Description:
Distribution of a free information packet called Tips and Truths on Tobacco is geared for individuals who wish to quit on their own initiative. Information on the health effects of smoking, tips on how to quit, and the programs that are available to them is included.

414. BOTSFORD GENERAL HOSPITAL, DEPARTMENT OF HEALTH PROMOTION AND DEVELOPMENT, 28050 Grand River Avenue, Farmington Hills, Michigan 48024.

Program Title:
The Smokeless System.

Contact:
Shoula Stefos (313)471-8090.

Description:
The Smokeless system is a 5-day multiple treatment program that teaches the necessary skills for preventing and eliminating cigarette urge sensations. The emphasis is away from willpower and toward teaching a systematic technology that will prevent or minimize the difficulties usually associated with quitting. The Smokeless system is comprised of three stages, all of which have shown themselves to be important in enabling smokers to quit permanently. The first stage prepares the participant psychologically and physiologically for quitting. The second stage focuses on skill development to enable the smoker to become a comfortable and confident nonsmoker. Finally, the maintenance stage teaches participants how to avoid smoking again. Smokeless is a total behavioral approach to smoking cessation. In addition to teaching people procedures to quit smoking, it also focuses on other components that are important to the maintenance of a nonsmoking behavior. These include stress management techniques, appetite control techniques, nutrition awareness, psychological skills that deal with the issue of attitude and motivation, assertiveness training, and cognitive restructuring skills so that participants think differently about situations that upset them.

415. BURNS CLINIC FOUNDATION AND BURNS CLINIC MEDICAL CENTER, P.C., 560 West Mitchel, Petoskey, Michigan 49770.

Program Title:
Community and Patient Education on Smoking and Health.

Contact:
Therese Green, Health Education Coordinator (616)348-2134.

Description:
Individual and group counseling sessions on smoking cessation and smoking and pregnancy are held. Educational materials and programs on health hazards of smoking are available to schools and community organizations in northern Michigan.

416. CHELSEA COMMUNITY HOSPITAL, 775 South Main Street, Chelsea, Michigan 48118.

Program Title:
The Smokeless System.

Contact:
Jean DuRussel-Weston (313)475-1311 ext. 429.

Description:
Smokeless is a 5-day program, starting with one free introductory session and followed a week later by four consecutive 1 1/2 hour sessions. Two maintenance sessions are also held following the program. The program utilizes a systematic series of copyrighted procedures that effectively neutralize one's desire for tobacco. It is a total lifestyle approach to smoking cessation that consists of behavior modification, stress management, cognitive coping skills, and eating management.

417. CHIPPENA COUNTY HEALTH DEPARTMENT, 140 West Spruce Street, Saulte Ste. Marie, Michigan 49783.

Program Title:
Freedom From Smoking.

Contact:
Catherine Varnum, Clinic Leader (906)635-1566.

Description:
There will be seven weekly sessions in January followed by classes in April and September. The Freedom From Smoking classes have been designed by the American Lung Association for the person motivated to quit who would benefit from a group experience.

418. COMMUNITY HEALTH EDUCATION DEPARTMENT, PROVIDENCE HOSPITAL, 16001 West Nine Mill Road, Southfield, Michigan 48037.

Program Title:
Smokeless.

Contact:
Paul Ashworth (313)552-9041.

Description:
The Smokeless program is a multiple approach to smoking cessation that addresses smoking behavior from physical, sociological, psychological, and behavioral perspectives. The program begins with a free introductory meeting and is then followed by four consecutive treatment sessions the

following week. It concludes with three weekly maintenance meetings. A great deal of attention is given to helping people quit smoking, and to maintain smoking cessation behavior permanently. This program was developed by the American Institute for Preventive Medicine.

419. EMMA L. BIXBY HOSPITAL, 818 Riverside Avenue, Adrian, Michigan 49221.

Program Title:
Freedom From Smoking Clinic.

Contact:
Barbara Lifto, Director of Education (517)263-0711.

Description:
This is a 7-week clinic designed by the American Lung Association. The clinic is held three times a year at Bixby Hospital, in January, May, and September. The seven sessions are held at weekly intervals and the sessions are 1 and 1/2 hours in length. The format encourages individuals to work on the process and problems of quitting smoking not only individually but in a group. Group support and assistance after quitting smoking are the main components that make this program unique.

420. GRATIOT COMMUNITY HOSPITAL, 300 Warwick Drive, Alma, Michigan 48801.

Program Title:
Smokeless.

Contact:
Virginia White-Linn (517)463-1101.

Description:
This organization provides a smoking cessation program based on the American Institute for Preventive Medicine's Smokeless model. The Institute trains all facilitators.

421. GROUP HEALTH SERVICE OF MICHIGAN, INC., 4200 Fashion Square Blvd., Saginaw, Michigan 48603.

Program Title:
Smokeless.

Contact:
John A. Martin, Manager, Special Services (517)791-3320.

Description:
The Smokeless system addresses physical, psychological, and behavioral aspects of smoking. Professionals teach techniques that enable smokers to quit smoking in 5 days while curbing withdrawal discomfort and controlling weight.

422. HEALTH CENTRAL, 2316 South Cedar, Lansing, Michigan 48910.

Program Title:
Smokeless.

Contact:
Tina Taylor (517)374-6600.

Description:
The Smokeless program offers uses behavior modification and group support to aid in smoking cessation. The cost is $160 for nonmembers, $120 for members. A 75 percent rebate is available. Financial arrangements can be made. A free public information night is held, followed by four consecutive 1 1/2 hour evening meetings. Three followup sessions are held on a weekly basis. Every month, meetings alternate between days and evenings.

423. HEALTH CIRCLE, 3624 South Westnedge, Kalamazoo, Michigan 49008.

Program Title:
Smokeless.

Contact:
Marilyn Belenky (616)388-9515.

Description:
The Smokeless system is a highly structured, multifaceted program. The smoking habit is viewed from psychological, social, physiological, and behavioral perspectives. The participant learns a wide variety of techniques and procedures that have proved to be effective in both preventing and eliminating the urge to smoke. Special emphasis is placed on stress management and weight control. Program graduates may return to the program for any reason at no charge for as many times as they like.

424. INGHAM COUNTY HEALTH DEPARTMENT, 403 West Greenlawn Avenue, East Lansing, Michigan 48910. MID-MICHIGAN DISTRICT HEALTH DEPARTMENT, CLINTON BRANCH, Michigan.

Program Title:
Smoking and Alcohol Community Intervention Program.

Contact:
Don Diskey (517)371-5360.

Description:
This program is designed for adolescent patients of Clinton, Ingham, Eaton, Hillsdale, Jackson, and Lenawee County health clinics who demonstrate multiple risk factors (documented high incidence of smoking behavior, and suspected high incidence of alcohol use). Members of the clinic population who represent a high risk are identified, and then are given an opportunity for informed decisionmaking through an intervention program format. This intervention may include self-testing and self-help, one-to-one counseling, group interaction, contracting, and referral. There is also an educational segment for low-risk clients. Methods used in each intervention modality are measured for effectiveness in reduction or elimination of smoking in the adolescent clinic population. Specific indicators are examined in pre- and posttests. In an effort to reach the community at large, clients who have participated in the program may be trained to do educational outreach, and traditional community channels and existing community programs may be used to disseminate information.

425. JACKSON COUNTY HEALTH DEPARTMENT, 410 Erie Street, Jackson, Michigan 49202.

Program Title:
A Lifetime of Freedom From Smoking.

Contact:
Michelle Bullinger (517)787-4400 ext. 57.

Description:
A Lifetime of Freedom From Smoking is a maintenance manual to help the new nonsmoker stay off cigarettes forever. It helps the new nonsmoker cope with urges to smoke and social situations that commonly trigger smoking.

It also helps the new nonsmoker to further develop a healthy lifestyle by providing information on exercise, weight control, and relaxation skills.

426. JACKSON COUNTY HEALTH DEPARTMENT, AMERICAN LUNG ASSOCIATION OF MICHIGAN, 410 Erie Street, Jackson, Michigan 49202.

Program Title:
Freedom From Smoking.

Contact:
Michelle Bullinger (517)787-4400 ext. 57.

Description:
These clinics offer a positive behavior modification approach, the cold-turkey method, and maintenance components to smoking cessation. They also offer a flexible approach to quitting smoking, with two options. A participant can choose either the group clinics or the individual self-help method.

427. JACKSON COUNTY HEALTH DEPARTMENT, 410 Erie Street, Jackson, Michigan 49202.

Program Title:
Freedom From Smoking Clinic.

Contact:
Michelle Bullinger (517)787-4400 ext. 57.

Description:
Freedom From Smoking clinics are sponsored by the American Lung Association of Michigan. It is a 7-week, seven-session group smoking cessation program. Trained leaders provide instruction in behavior modification, using specially developed films, slide shows, written materials, group activities, and lectures. Small group discussion is included at each session to provide personal support during the process of quitting. A maintenance manual to help participants stay off cigarettes for good and a cassette tape of relaxation exercises for ex-smokers are also provided. The cost ranges from $35 to $50 per participant.

428. JACKSON COUNTY HEALTH DEPARTMENT, 410 Erie Street, Jackson, Michigan 49202.

Program Title:
Freedom From Smoking In Twenty Days.

Contact:
Michelle Bullinger (517)787-4400 ext. 57.

Description:
Freedom From Smoking In 20 Days is a behavior modification plan that takes the smoker through the process of quitting smoking. It is a systematic, easy-to-follow approach that will provide the smoker with the skills necessary to break the habit.

429. KENT COUNTY HEALTH DEPARTMENT, 700 Fuller Avenue NE., Grand Rapids, Michigan 49503.

Program Title:
Freedom From Smoking.

Contact:
Lori Stegmier, Health Educator (616)774-3971.

Description:
The Kent County Health Department, in conjunction with The American Lung Association of Michigan, sponsors six community Freedom From Smoking clinics a year. Clinics are also offered at worksites on request. The program is based on the premise that smoking is a learned habit–individuals taught themselves to smoke. During the 7-week clinic, smokers go through a step-by-step process to unlearn this smoking behavior and substitute in its place healthy, new alternatives. Group interaction and social support are important components in this process.

430. KENT COUNTY HEALTH DEPARTMENT, 700 Fuller Avenue NE., Grand Rapids, Michigan 49503.

Program Title:
Smoking and Pregnancy Project.

Contact:
Barb Hawkins, Health Educator (616)774-3931.

Description:
A stop-smoking project for pregnant women was developed in an effort to reduce the number of low birth weight babies born in Kent County. A research study was designed to identify the opinions and actions of pregnant women who smoke and to determine the most effective method in helping pregnant women stop smoking. The participants are recruited in the Women, Infants, and Children's (WIC) Supplemental Food Program clinic at the Health Department. They receive an intake questionnaire that covers smoking history, attitudes, and knowledge. Three different interventions are then randomly assigned and initiated by a health educator. Followup is done soon after the baby is born. This includes another questionnaire, similar to the first. The project hopes to determine whether participants are able to quit or significantly reduce the number of cigarettes smoked. The results are compared with the type of intervention used. A saliva thiocynate test is also performed to verify reported behavior. After the research study is completed, the project will continue with the most effective intervention as a part of the service provided to WIC clients.

431. LANSING GENERAL HOSPITAL, 2727 South Pennsylvania Avenue, Lansing, Michigan 48910.

Program Title:
Stressing Self-Help.

Contact:
Cathy Bell (517)377-8251.

Description:
This group-support smoking cessation program stresses self-help and uses various behavior modification techniques. There is a minimal charge for materials. One public information night will be held, followed by seven weekly evening meetings.

432. LIVINGSTON COUNTY HEALTH DEPARTMENT, HEALTHSTYLE PROGRAM, 210 South Highlander Way, Howell, Michigan 48843.

Program Title:
Freedom From Smoking.

Contact:
Denise Bartlett, Adult Health Program Supervisor (517)546-5547.

Description:
This program, developed by the American Lung Association, is a 7-week clinic designed to help smokers join with others in small groups to kick the habit. The program is based upon the premise that smoking is a learned behavior and uses a step-by-step behavior modification approach to help the smoker unlearn the automatic behavior of smoking. In addition the clinic uses stress management skills, small group discussions, and peer support to help the participants to launch and practice their new lifestyle as a nonsmoker.

433. MARQUETTE COUNTY HEALTH DEPARTMENT, 184 U.S. Highway 41, Negaunee, Michigan 49866.

Program Title:
Community and Worksite Smoking Cessation Programs.

Contact:
George Sedlacek (906)475-9977.

Description:
The Health Department offers the FreshStart and Freedom From Smoking clinics to both community and worksite groups. Mass media techniques are also used to provide encouragement to individuals. A 5-day smoking cessation clinic was held on a local television talk show.

434. MERCY HOSPITAL, 1500 East Sherman Blvd., P.O. Box 358, Muskegon, Michigan 49443.

Program Title:
Smoke Stoppers.

Contact:
Mark D. Jager (616)725-2506.

Description:
A smoking cessation program is offered to area residents. Program materials and lecturer certification can be obtained through one of the National Center for Health Promotion regional offices.

435. MICHIGAN STATE UNIVERSITY, DEPARTMENT OF PSYCHIATRY, East Fee Hall, East Lansing, Michigan 48824.

Program Title:
Smoking Cessation Program.

Contact:
Thomas Stachnik, Professor (517)353-5214.

Description:
Smoking cessation programs are conducted for local businesses. The programs ordinarily include health education, social support mechanisms, and financial incentives, but are tailored to meet the needs of interested organizations.

436. MIDLAND COMMUNITY CANCER SERVICES, 1170 Jas. Savage Road, Midland, Michigan 48640.

Program Title:
Baby's Breath.

Contacts:
Susan Dusseau, Executive Director, and Mary Olshewski (517)835-4841.

Description:
Baby's Breath is a smoking education program for expectant couples. Discussions focus on health risks to the unborn and newborn when they are exposed to such tobacco components as nicotine and carbon monoxide. Films, pamphlets, and teaching models are utilized. Smokers are provided information on local smoking cessation programs. Each participant is provided with a complimentary gift packet.

437. MIDLAND COMMUNITY CANCER SERVICES, 1170 Jas. Savage Road, Midland, Michigan 48640.

Program Title:
School Smoking Education Program.

Contacts:
Susan Dusseau, Executive Director, and Mary Olshewski (517)835-4841.

Description:
Progressive informational programs on the health hazards of smoking are presented to sixth, seventh, and ninth graders in Midland County. The physical effects of smoking, chemical content of tobacco, and the advertising techniques employed by the tobacco industry are discussed. Separate films are utilized for each class in addition to pamphlets and teaching models.

438. MIDLAND COMMUNITY CANCER SERVICES, 1170 Jas. Savage Road, Midland, Michigan 48640.

Program Title:
Smoking Cessation Clinic.

Contacts:
Susan Dusseau, Executive Director, and Mary Olshewski (517)835-4841.

Description:
The Smoking Cessation Clinic utilizes group discussion and support to help smokers kick the habit. Seven 1 1/2 hour sessions are held over a 3 1/2 week period. A trained facilitator is present at all meetings. Films, pamphlets, and activity sheets help strengthen the participant's decision to become a nonsmoker.

439. NATIONAL CENTER FOR HEALTH PROMOTION, 3772 Plaza Drive, Suite 5, Ann Arbor, Michigan 48104.

Program Title:
Smoke Stoppers.

Contact:
Michael Samuelson (313)971-8329.

Description:
Smoke Stoppers recognizes smoking behavior to be a very complex physiological phenomenon. Cessation requires an eclectic approach that considers individual differences in the ability to integrate cessation techniques into existing lifestyles. Smoke Stoppers uses a three-stage, multicomponent approach to eliminate smoking behavior. The sessions use education, stress management, nutritional awareness, group

support, and aversion conditioning as vehicles for cessation. This program is offered to the general public and industry.

440. OLIN HEALTH CENTER, HEALTH EDUCATION SERVICES, MICHIGAN STATE UNIVERSITY, East Lansing, Michigan 48824.

Program Title:
FreshStart.

Contact:
Nancy Allen, Health Education Coordinator (517)353-0718.

Description:
In cooperation with the American Cancer Society, Ingham County Unit, this organization co-sponsors a session of the FreshStart smoking cessation program. This 6-week smoking cessation program features a group support philosophy and is offered on a per term basis to students attending Michigan State University.

441. OLIN HEALTH CENTER, HEALTH EDUCATION SERVICES, MICHIGAN STATE UNIVERSITY, East Lansing, Michigan 48824.

Program Title:
Self-Help Approach to Smoking Cessation.

Contact:
Nancy Allen, Health Education Coordinator (517)353-0718.

Description:
This program offers students assistance in establishing a personalized self-help approach to smoking cessation. Limited, individualzed counseling and printed and audiovisual resource materials are available to support the individual's effort. This program is offered on a per term basis to students attending Michigan State University.

442. RIVERSIDE OSTEOPATHIC HOSPITAL, OFFICE OF HEALTH PROMOTION, 21115 Eureka Road, Taylor, Michigan 48180.

Program Title:
Smokeless.

Contact:
Jane Farrer (313)287-3520.

Description:
The Smokeless system is a highly structured 4-day program in which the participant learns the skills necessary to achieve permanent abstinence from smoking. The smoking habit is viewed from psychological, social, physiological, and behavioral perspectives. Techniques and procedures are taught that have proved to be effective in both preventing and eliminating the urge to smoke. This systematic technology allows the participant to quit smoking while minimizing the problems of weight gain and irritability.

443. SAINT JOHN HOSPITAL, 22101 Moross, Detroit, Michigan 48236.

Program Title:
Five Day Plan.
For additional information about the Seventh-Day Adventist Five Day Plan see Part 1.

Contact:
John H. Burrows (313)343-4000.

Description:
Offered twice a year, this 5-day clinic helps interested individuals kick the habit. During these 90-minute sessions, a lecturer explains how cigarette smoking harms the body, and illustrates his points with several films. Illustrations of disease states prepared by experts also are used. A mail survey was used to evaluate the program in 1974 and again in 1978.

444. SAINT JOHN HOSPITAL, PATIENT EDUCATION CENTER, 22101 Moross, Detroit, Michigan 48236.

Program Title:
Want to Quit Smoking–It's Up to You!

Contact:
Camille C. Klimecki (313)343-3870.

Description:
This week-long smoking cessation program is held on consecutive evenings for 2 to 2 1/2 hours. The program includes lectures by physicians, nationally produced films, and question-and-answer sessions. Topics covered include the health hazards of smoking, reasons for initiation and maintenance of the smoking habit, and tips for quitting. Brochures, pamphlets, posters, buttons, slides, films, and visual diagrams are used to illustrate the program.

445. SAINT JOHN HOSPITAL, PATIENT EDUCATION CENTER, 22101 Moross, Detroit, Michigan 48236.

Program Title:
Individual Counseling Approach to Smoking Withdrawal.

Contact:
Camille C. Klimecki (313)343-3870.

Description:
The goal of this individual counseling approach to smoking cessation is to help individuals with their particular and unique needs in regard to quitting smoking. On the initial visit, the patient views two films on the health effects of smoking and techniques for quitting. Therapists work closely with the individual patient to develop a program or technique specifically designed to help that individual quit smoking. Behavior modification and contracting techniques are often used. Counseling may include identification of the individual's motivation for quitting, an explanation of the reasons why quitting may be difficult, a description of the hazards of smoking and the benefits of quitting, development of an appropriate quitting strategy, an explanation of stimulus/response training and readjustment, and continued followup until smoking cessation is accomplished. Films, pre- and posttests, review sheets, and a self-evaluation sheet may be used to augment the program.

446. SINAI HOSPITAL OF DETROIT, NATHAN GOLDIN HEALTH CARE CENTER, 6450 Famington Road, West Bloomfield, Michigan 48033.

Program Title:
Smoking Cessation Clinic.

Contact:
Diane Dudzinski, Nurse Clinician (313)493-6333 or 561-9440.

Description:
The Cardiovascular Fitness and Rehabilitation Department offers a 5-day smoking cessation program based on the model developed by Don R. Powell. The program is designed to teach the smoker the skills necessary to achieve permanent abstinence from smoking. It is a total lifestyle approach utilizing behavior modification, stress and dietary management, and cognitive coping skills.

447. SPARROW HOSPITAL, GREATER LANSING SMOKING WITHDRAWAL CLINIC, 1215 East Michigan Avenue, Lansing, Michigan 48912.

Program Title:
Greater Lansing Smoking Withdrawal Clinic.

Contact:
Helen Carpenter, Program Coordinator (517)487-3817.

Description:
This group-support program uses the principles of Alcoholics Anonymous. Guest speakers are featured and films and pamphlets are utilized. The cost is $30. A free public information night is offered followed by evening meetings three times a week for 1 month. Meetings last approximately 2 hours, beginning at 7:30 P.M. Groups begin the first Friday of January, March, May, September, and October. Participants must quit smoking after the public information night. People still smoking will be asked to begin the program again.

448. ST. JOSEPH HOSPITAL, EDUCATION CENTER, Mount Clemens, Michigan 48043.

Program Title:
Smokeless System.

Contact:
Eileen Eckert, Director of Education (313)466 9660.

Description:
The Smokeless system is a behavior modification approach to smoking cessation. It is presented by the American Institute for Preventive Medicine and consists of a free introductory class followed by six classes. This program is held every other month.

449. ST. JOSEPH MERCY HOSPITAL, 900 Woodward Avenue, Pontiac, Michigan 48053.

Program Title:
Smokeless.

Contact:
Peggy Brown, Director, Department of Outreach (313)858-3155.

Description:
Participants can quit smoking in six 1 1/2-hour sessions. The program is from the American Institute for Preventive Medicine and utilizes behavior modification techniques. A written guarantee allows participants to repeat any or all of the sessions at no additional charge.

450. ST. LUKE'S HOSPITAL, 705 Cooper, Saginaw, Michigan 48602.

Program Title:
Smoke Stoppers.

Contact:
Fred Becker (616)347-8320.

Description:
The nationally franchised Smoke Stoppers program is presented at St. Luke's by Psychological Services, Inc.

451. ST. LUKE'S HOSPITAL, 705 Cooper, Saginaw, Michigan 48602.

Program Title:
Breaking The Habit.

Contact:
Kay Leppert (517)771 6600

Description:
This program offers a support group setting to those attempting or interested in quitting, and each month offers specific topics to help smokers quit. Past topics have included the use of Nicorette gum, exercise to relieve tension, how to get through the tough times without a cigarette, and not gaining weight after quitting. Program presenters are hospital health care professionals (some are ex-smokers).

452. ST. MARY'S HEALTH CONNECTION, 830 South Jefferson Avenue, Saginaw, Michigan 48601.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Pat Pelletier, Coordinator, Health Promotion Program (517)776-8400.

Description:
The St. Mary's Hospital Health Connection is currently using the American Lung Association's Freedom from Smoking program in health promotion to the community.

453. THE COTTAGE HOSPITAL OF GROSSE POINTE, 159 Kercheval Avenue, Grosse Pointe Farms, Michigan 48236.

Program Title:
Smokeless Program.

Contact:
Victoria J. Boyce, Director of Education (313)884-8600 ext. 2390.

Description:
Smokeless is a three-phase treatment program utilizing behavior modification, stress and dietary management, cognitive restructuring, and negative smoking to achieve smoking cessation. Program facilitators are trained by the American Institute of Preventive Medicine.

454. ABBOTT NORTHWESTERN HOSPITAL, 800 East 28th Street, Minneapolis, Minnesota 55407. AMERICAN CANCER SOCIETY.

Program Title:
Phase II Quit Smoking Program.
For additional information about the American Cancer Society Helping Smokers Quit program see Part 1.

Contact:
Howard Epstein (612)874-4302.

Description:
The Phase II Quit Smoking Program focuses on helping smokers to not only quit, but also prevent relapse. The program incorporates elements of a chemical dependency model and works to help participants develop a different self-concept. Phase II meets twice per week for 3 weeks. Abbott Northwestern Hospital also provides one-to-one consultation with psychologists from the Behavioral Medicine Clinic.

455. AMERICAN CANCER SOCIETY, OLMSTED COUNTY UNIT, 903 West Center Street, Rochester, Minnesota 55902.

Program Title:
FreshStart Quit Smoking Program.

Contact:
Marcia Tinberg (507)285-8360.

Description:
This program helps smokers quit. FreshStart uses a group format and is conducted by a facilitator (ex-smoker) trained by the American Cancer Society. There are four 1-hour sessions conducted over a 2-week period. Participants set their own goals and a quitting date and are provided information on stress management, relaxation, and self-responsibility for quitting.

456. AMERICAN LUNG ASSOCIATION OF MINNESOTA, 614 Portland Avenue, Saint Paul, Minnesota 55102.

Program Title:
Minnesota D-Day.

Contact:
Penny Gottier (612)871-7332.

Description:
On Minnesota D-Day, an annual event sponsored by the Minnesota Lung Association (MLA) and the Minnesota Division of the American Cancer Society (ACS), Minnesotans are asked to stop smoking for at least 24 hours, in the hope that their success in quitting for a day will encourage them to stop smoking for good. The benefits of quitting, as well as the health risks of smokers and the risks to the nonsmoker, are emphasized in a public relations campaign to make people aware of their smoking habits. Pledge cards, which are made available at businesses, schools, and local stores, are sent to the national headquarters of the American Lung Association and tallied, and a followup is conducted to determine the percentage of smokers who quit for good. The 1981 public relations campaign was spearheaded by Lieutenant Governor Lou Wangbang, who was honorary chairman of the event and who credits past D-Day activities with helping him to quit smoking. Citations are awarded to communities or businesses that are able to demonstrate active D-Day participation. In addition to the MLA and the ACS, other participating agencies and organizations include the Association for Non-Smokers Rights, the Minnesota Dental Association, the Minnesota Department of Education, the Minnesota Department of Health, the Minnesota Interagency Council on Smoking and Health, the Minnesota Medical Association, the Minnesota Association of Student Councils, and the Minnesota Society for Public Health Education. The first statewide D-Day, sponsored by the ALA, the ACS, and the American Heart Association, was held in October 1974 after a similar event generated statewide interest and national media coverage. There has been a D-Day each year since 1974, with the exception of 1977 when D-Day was shifted from October to January. During the past six D-Days more than 60,000 Minnesotans have signed D-Day pledges to stop smoking for a day.

457. AMERICAN LUNG ASSOCIATION, HENNEPIN COUNTY, 1829 Portland Avenue, Minneapolis, Minnesota 55404.

Program Title:
Freedom From Smoking Clinic.
For additional information about the American Lung Association Freedom From Smoking Clinic see Part 1.

Contact:
Penny Gothier (612)871-7332.

Description:
The American Lung Association Freedom From Smoking program is offered.

458. AMERICAN LUNG ASSOCIATION, HENNEPIN COUNTY, 1829 Portland Avenue, Minneapolis, Minnesota 55404.

Program Title:
Freedom From Smoking–Self Help.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Penny Gothier (612)871-7332.

Description:
The American Lung Association Freedom From Smoking program is offered.

459. AMERICAN LUNG ASSOCIATION, HENNEPIN COUNTY, 1829 Portland Avenue, Minneapolis, Minnesota 55404.

Program Title:
"In Control," videotape.
For additional information about the American Lung Association Video program see Part 1.

Contact:
Penny Gothier (612)871-7332.

Description:
"In-Control," the American Lung Association videotape, is made available.

460. AMERICAN LUNG ASSOCIATION, SAINT CLOUD HOSPITAL, 1406 Sixth Avenue North, Saint Cloud, Minnesota 56301.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Kay Johnson (612)255-5644.

Description:
This seven-session smoking cessation program focuses on lifestyle and behavioral changes.

461. BEMIDJI CLINIC, 1233 34th Street Northwest, Bemidji, Minnesota 56601. AMERICAN CANCER SOCIETY, BEMIDJI COMMUNITY HOSPITAL.

Program Title:
Stop Smoking Program.
For additional information about the American Cancer Society Helping Smokers Quit program see Part 1.

Contact:
Ann Daley (218)751-1280 ext. 212.

Description:
This hospital offers eight 2-hour sessions based on the American Cancer Society cessation model. In addition, clinic patients are invited on an individual basis to view an audiovisual program on cessation methods, after which a counselor helps them to set goals and provides a point of contact for followup.

462. BLOOMINGTON PUBLIC HEALTH SERVICE, 1900 West Old Shakopee Road, Bloomington, Minnesota 55431.

Program Title:
Quit and Win.

Contact:
Dawn Kennedy, Health Educator (612)887-9603.

Description:
The Quit and Win Program is a self-help program designed to motivate and prepare people to quit smoking. The objective of the program is to teach smokers that preparation is the key to quitting. The Quit and Win Guide contains materials to help interested smokers quit smoking on their own.

463. BLOOMINGTON PUBLIC HEALTH SERVICE, 1900 West Old Shakopee Road, Bloomington, Minnesota 55431.

Program Title:
Heart Healthy Lifestyles.

Contact:
Dawn Kennedy, Health Educator (612)887-9603.

Description:
Heart Healthy Lifestyles is a health education program designed to share the latest and best information about the prevention of heart disease through early recognition and control of personal risk factors. It is a self-help program, with participants taking an active role in their own health, monitoring lifestyle behaviors, and then modifying them to be less risk filled.

464. COORDINATED HEALTH CARE INC., 258 East University Avenue, Saint Paul, Minnesota 55101.

Program Title:
Patient Education.

Contact:
Cindy Heinn (612)221-2091.

Description:
Pamphlets from the American Lung Association, the National Cancer Institute, and the Minnesota Department of Health are distributed to members who request information. Persons interested in quitting smoking are referred to a cessation clinic held at Saint Johns Hospital.

465. DOUGLAS COUNTY HOSPITAL, 111 17th Avenue East, Alexandria, Minnesota 56308.

Program Title:
Freedom From Smoking from the American Lung Association.

Contacts:
Deborah Berg or Dana Lauer (612)762-1511.

Description:
The Freedom from Smoking clinic is a group program that was developed by the American Lung Association after 5 years of research and testing across the country. It is based on the premise that smoking is a learned habit, and quitting is a process during which individuals must consciously unlearn the automatic behavior of smoking and substitute new healthy alternatives. During the clinic session, different techniques are introduced, based on principles and methods that help the participants gain control over their behavior. This method offers a systematic approach to quitting in order to make it a less stressful experience.

466. FAIRMONT MEDICAL CLINIC, P.A., AMERICAN LUNG ASSOCIATION OF MINNESOTA, 800 Clinic Circle, P.O. Box 800, Fairmont, Minnesota 56031.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Susan M. Hanson (507)238-4263.

Description:
Freedom From Smoking is a seven-session group program that emphasizes the positive lifestyle change in quitting smoking. The clinic is offered in the fall and spring of each year.

467. GROUP HEALTH, INC., 2829 University Avenue SE., Minneapolis, Minnesota 55414.

Program Title:
UNsmoke.

Contact:
Esther Maki, Education Promotion Coordinator (612)623-8529.

Description:
The Group Health, Inc., UNSmoke Class serves the HMO's 214,000 members and staff at 20 medical and dental centers in the Twin Cities Metropolitan area. This 7-week class is designed to provide smokers with support and skills to enable them to quit smoking gradually, comfortably, and successfully. The class is taught by former smokers and teaches smokers to (1) identify their own smoking "triggers"; (2) set realistic and attainable goals for themselves; (3) cut down on their smoking gradually and comfortably; and (4) develop skills to stop smoking and prevent a relapse.

468. GROUP HEALTH, INC., HEALTH EDUCATION DEPARTMENT, 2829 University Avenue SE., Minneapolis, Minnesota 55414.

Program Title:
Patient Education.

Contact:
Sherrill Nelson, Manager, Health Education (612)623-8417.

Description:
This organization offers a variety of patient education materials and resources concerned with smoking cessation. A Quit Smoking Resource List, which is updated and published monthly, provides staff and plan members with information on smoking cessation classes to be held locally in the coming month and also provides addresses and telephone numbers of support groups and other resource organizations. Inservice training programs are available to staff members, to help make them more aware of smoking information and programs available in the community. One staff member in each of 10 clinics is assigned to maintain supplies and act as a resource for smoking information. Each physician is provided with smoking education materials. A Break the Cigarette Habit course is offered through a community education cooperation program, and smoking programs of other community agencies are publicized in return for a discount for plan members enrolling in those programs.

469. MANKATO HEART HEALTH PROGRAM, 101 North Second Street, Suite 103, Mankato, Minnesota 56001.

Program Title:
Quit and Win.

Contact:
Susan Larsen (507)625-8874.

Description:
Quit and Win is a self-help program to stop smoking. It helps the smoker understand his habit and identify the problems that will be hardest to overcome. It also teaches specific techniques for tackling these problems that can threaten success in quitting. With the Quit and Win method, smokers learn how to handle tempting situations or how to avoid them. It also anticipates relapse situations and helps the participant prepare for them. The registration fee is $10.

470. MAYO CLINIC, PATIENT AND HEALTH EDUCATION SECTION, Rochester, Minnesota 55901.

Program Title:
Smoking Cessation.

Contact:
Dorothy Ann Dale, Assistant Director (507)284-8140.

Description:
Smoking Cessation is designed to assist smokers in examining their thoughts about the decision to stop smoking, to provide information about the health effects of smoking, and to help the smoker develop a plan for quitting.

471. METHODIST HOSPITAL, P.O. Box 650, Minneapolis, Minnesota 55440.

Program Title:
You Can Stop Smoking–Ways to Do It.

Contact:
Carley Engwall, Patient Educator (612)932-5157.

Description:
When ordered by the attending physician, an R.N. patient educator sets up an appointment with the patient and a family member, if possible, for individualized bedside instruction on smoking cessation. The instruction incorporates a prepared filmstrip/sound tape and a patient workbook. After the patient has worked through the program, the educator answers questions and encourages the patient to set personal goals. The patient is given an evaluation form following the instruction period and (with the patient's permission) is sent a followup letter 6 weeks later.

472. METHODIST HOSPITAL, P.O. Box 650, Minneapolis, Minnesota 55440.

Program Title:
Smoke No More.

Contact:
Mary Ann Kempcke, Health Education Coordinator (612)932-5167.

Description:
This six-session program helps individuals identify smoking behaviors, set goals to change these behaviors, and receive support in achieving their goals. Emphasis is placed on developing effective stress management skills.

473. MINNESOTA INTERAGENCY COMMITTEE, MINNESOTA DEPARTMENT OF EDUCATION, Capitol Square Building, Saint Paul, Minnesota 55101.

Program Title:
Berkeley Health Education Curriculum Project.
For additional information about the School Health Curriculum Project see Part 1.

Contact:
Carl Knutson (612)296-4059.

Description:
Thirty-seven school districts in Minnesota have been funded to implement the School Health Curriculum project (Berkeley model) in the fourth, fifth, and sixth grades.

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474. NORTHFIELD CITY HOSPITAL, 800 West Second Street, Northfield, Minnesota 55057.

Program Title:
Freedom From Smoking.

Contact:
Maxine Lamm, Educational Director (507)645-6661.

Description:
The program is an eight-meeting clinic and costs $35. The first meeting is an orientation, when the program is explained in full. A medical doctor lectures on the effect of smoking on the body system. The participants learn why they smoke and what triggers smoking and start the buddy system. A personal record of the carbon monoxide content is made, using the breath ecolyzer, and smoking paraphernalia are disposed of. A panel of ex-smokers is available for questions and answers, and offers support to participants. After 2 days of abstention, carbon monoxide is again measured to show its decrease. The participants exercise to guarding against weight gain and avoid social situations that trigger and influence smoking, gradually changing their lifestyle. Relaxation and buddy contact are stressed. On the eighth day, successful control is celebrated. At this point, if any feel it necessary to remain in contact, a Smokers Anonymous group is formed and meets weekly as needed.

475. REACH MAXIMUM HEALTH, ROCHESTER METHODIST HOSPITAL, 201 West Center Street, Rochester, Minnesota 55902.

Program Title:
Smokers' Clinic.

Contact:
Doris Toddie (507)286-7006.

Description:
Smokers' Clinic recognizes smoking as a habit and behavior pattern of long duration that is firmly a part of a smoker's life. The program is designed to provide information through formal presentations, insight through group discussion, and support through audiovisual materials and literature. The first hour of each Smokers' Clinic session begins with a formal presentation by resource people such as physicians, psychiatrists, dietitians, other health care professionals, and ex-smokers. The topics addressed in this part of the session include an introduction and discussion of the Smokers' Clinic philosophy; smoking and health, how smoking affects your lungs and cardiovascular system and how smoking affects your ears, nose, and throat; psychological aspects of smoking, and quitting; panel of ex-smokers; nutrition and weight control while quitting smoking; and an experimental withdrawal session. The second hour of each session is spent in small group discussion under the direction of ex-smokers who volunteer to act as group leaders. Such interaction through shared experiences give the kind of support needed to quit smoking.

476. SAINT JOSEPH'S HOSPITAL, 69 West Exchange, Saint Paul, Minnesota 55102.

Program Title:
Stop Smoking Program.
For additional information about the American Cancer Society Helping Smokers Quit program see Part 1.

Contact:
Maryanne Marshik (612)291-3177.

Description:
This program, which is based on the American Cancer Society group smoking cessation method, utilizes group discussion and support to help smokers kick the habit. The program is provided on an outpatient basis, and is facilitated by an ex-smoker. Programs are held monthly, twice a week for 2 weeks.

477. SAINT MARY'S HOSPITAL, 2414 South Seventh Street, P.O. Box 1019, Minneapolis, Minnesota 55440.

Program Title:
Smokeless.

Contact:
William Salzer (612)338-2229.

Description:
The Smokeless program, developed by the American Institute for Preventive Medicine, utilizes a behavioral modification approach to smoking cessation. Participants learn numerous approaches and techniques to deal with the physical, psychological, and behavioral urges that intensify when they initially stop smoking. At the conclusion of the eight-session program, the graduates have the knowledge, support, and skill for remaining smoke free.

478. SIBLEY COUNTY PUBLIC HEALTH, AMERICAN LUNG ASSOCIATION, 400 Court Avenue, Gaylord Courthouse, Gaylord, Minnesota 55334.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Sandra Brau (612)237-2962.

Description:
This program was developed by the American Lung Association. It is an eight-session course concentrating on recognizing smoking behavior and modifying that behavior for a successful nonsmoking lifestyle.

479. ST. FRANCIS REGIONAL MEDICAL CENTER, 325 West Fifth Avenue, Shakopee, Minnesota 55379.

Program Title:
Stop Smoking Program.

Contacts:
Kathryn M. Weber, Patient Education Coordinator, or Judy Hoff, Staff Development (612)445-2322.

Description:
Six 1 1/2 hour sessions are held once per week for 6 weeks or twice a week for 3 weeks. A trained facilitator is present and numerous handouts and audiovisual aids are used. Emphasis is placed on behavior modification in a group support setting. The program is offered regularly at the hospital, but is also available in the workplace upon request.

480. UNIVERSITY OF MINNESOTA, CENTER FOR YOUTH DEVELOPMENT, 48 McNeal Hall, 1985 Buford Avenue, Minneapolis, Minnesota 55108.

Program Title:
Pregnant Adolescents and Smoking.

Contacts:
Dr. Michael Baizerman, Project Director (612)376-7624.

Description:
The focus of this program is on youth participation to foster development, e.g., helping youth choose their beliefs and their values. Emphasis is on providing an opportunity for youth to grow as people and to confront and choose their behavior and beliefs, including whether or not to smoke. Each participating agency creates possibilities for viable, honest youth participation in smoking education and cessation programs. For example, one group chose to create a 15-minute video cassette that uses a courtroom situation to put the cigarette "on trial," while another, composed of Native American adolescents, wrote a handout on tobacco and Indian medicine. Another group taught younger children about smoking from a curriculum they developed.

481. WASHINGTON COUNTY PUBLIC HEALTH, 2000 Industrial Blvd., Stillwater, Minnesota 55082.

Program Title:
Arnie the Aardvark.

Contact:
Nancy Nelson (612)430-1400.

Description:
The program is an antismoking educational packet for students in kindergarten through third grade. The program includes a visit from Arnie Aardvark, viewing a film, student discussion, and followup materials (science experiment, word games, letter to smoker, board game, and cut-and-paste activities). This is a co-sponsored program of the Public Health department and the American Cancer Society and is offered in all three Washington County school districts.

482. WASHINGTON COUNTY PUBLIC HEALTH, HEALTH EDUCATION UNIT, 2000 Industrial Blvd., Stillwater, Minnesota 55082. SMOKE FREE GENERATION, INC., 2221 University Avenue SE., Minneapolis, Minnesota 55414.

Program Title:
Smoke Free Generation.

Contact:
Nancy Nelson (612)430-1400.

Description:
This is a smoking prevention campaign geared for 9- to 14-year-old youth. The program involves education in schools, mass media, and merchandising. This program is a co-sponsored by the Public Health department, Smoke Free Generation–Minnesota, Inc., and Independent School District No. 834.

483. WASHINGTON COUNTY PUBLIC HEALTH, 2000 Industrial Blvd., Stillwater, Minnesota 55082. AMERICAN LUNG ASSOCIATION OF MINNESOTA, 614 Portland Avenue, St. Paul, Minnesota 55102.

Program Title:
Freedom From Smoking.

Contact:
Nancy Nelson (612)430-1400.

Description:
This program is designed for adults. The eight-session Quit Smoking Program is held twice a year in Washington County, co-sponsored the Public Health department and the Lung Association of Minnesota. The program involves learning a new behavior, gaining freedom from smoking, making positive lifestyle changes, relaxation skills, and group support.

484. WASHINGTON COUNTY PUBLIC HEALTH, 2000 Industrial Blvd., Stillwater, Minnesota 55082. AMERICAN LUNG ASSOCIATION OF MINNESOTA, 614 Portland Avenue, St. Paul, Minnesota 55102.

Program Title:
Smoking and Biomeasurement.

Contact:
Nancy Nelson (612)430-1400 or ALA-MN Smoking Coordinator (612)227-8014.

Description:
The biomeasurement program utilizes biofeedback equipment to demonstrate to students the physiological effects of cigarette smoke. Using self-instruction, peer influence, and biofeedback, students discover that only one cigarette can cause immediate changes in the body. This program has been jointly promoted by the Public Health department and the Lung Association of Minnesota. The program has been utilized in Independent School District No. 834.

MISSISSIPPI

485. AMERICAN CANCER SOCIETY, MISSISSIPPI DIVISION, INC., 345 North Mart Plaza, Jackson, Mississippi 39206.

Program Title:
Smoking Cessation Clinics–Youth/Adult.
For additional information about the American Cancer Society Helping Smokers Quit program see Part 1.

Contact:
Kathryn Morgan, Program Director (601)362-8874.

Description:
Cessation clinics are held periodically throughout the State. Followup procedures maintain support for participants for 6 months.

486. REGION I MENTAL HEALTH CENTER, P.O. Box 1046, Clarksdale, Mississippi 38614.

Program Title:
Health Education–Prevention: Alcohol/Drugs/Tobacco.

Contact:
John Farris (601)627-7267.

Description:
Minority junior high school students in a four-county rural area are exposed to information about tobacco use and drug abuse, and are assisted in establishing both the intra- and interpersonal skills necessary to make informed decisions about behavior related to these substances. The aim is to decrease the use of these substances in the target audience. The program also aims at increasing the number of students participating in establishing alternative programs related to tobacco use and drug abuse, and improving the interagency affiliation and communication among community resources. Specially trained faculty present the educational material in a classroom setting. Selected students are recruited and trained to serve as peer counselors. The program uses pre- and posttest results and multiple baseline assessments to evaluate effectiveness.

MISSOURI

487. AMERICAN LUNG ASSOCIATION OF EASTERN MISSOURI, 414 North Seventh Street, Room 709, Saint Louis, Missouri 63101.

Program Title:
Speakers Bureau–Smoking and Health.

Contact:
Diane L. Lee, Program Director (314)241-1554.

Description:
As the request of businesses, social groups, civic clubs, and others, the American Lung Association of Eastern Missouri provides volunteer speakers on the topic of smoking and health. The primary objective is to educate the general public about the hazards associated with cigarette smoking and secondhand smoke; the secondary objective is to encourage smokers to quit. Additional specific topics are smoking and pregnancy, State, Federal, and local legislative efforts to protect the rights of nonsmokers, and marijuana and the lungs. Supplemental materials such as audiovisuals, brochures, posters, and buttons are also available.

488. AMERICAN LUNG ASSOCIATION OF EASTERN MISSOURI, 411 North Seventh Street, Room 709, St. Louis, Missouri 63101.

Program Title:
Freedom From Smoking Self-Help Manuals.

Contact:
Diane L. Lee, Program Director (314)241-1554.

Description:
The self-help manuals "Freedom From Smoking in 20 Days" and "A Lifetime of Freedom From Smoking" are distributed on request.

489. AMERICAN LUNG ASSOCIATION OF EASTERN MISSOURI, 1118 Hampton Avenue, St. Louis, Missouri 63139.

Program Title:
Employer Assisted Smoking Elimination (EASE).

Contact:
Marian Capello, Program Director (314)645-5505.

Description:
This comprehensive smoking education and cessation program for worksites, conducted by employees of that worksite, includes establishment of a steering committee, management endorsement and support, employee training by the Lung Association, an aggressive promotion phase, smoking cessation options (clinic, self-help), nonsmoking employee support, and examples of worksite smoking policies.

490. AMERICAN LUNG ASSOCIATION OF WESTERN MISSOURI, 2007 Broadway, Kansas City, Missouri 64108.

Program Title:
Students Teaching Students.
For additional information about the American Lung Association Student Teach Student program see Part 1.

Contact:
Sandra Bennett (816)842-5242.

Description:
The Students Teaching Students program is taught to the second and third graders of the Kansas City area by local high school students. All materials and procedures were developed and provided by the American Lung Association.

491. AMERICAN LUNG ASSOCIATION OF WESTERN MISSOURI, 2007 Broadway, Kansas City, Missouri 64108.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Sandra Bennett (816)842-5242.

Description:
The American Lung Association Freedom From Smoking program is offered.

492. AMERICAN LUNG ASSOCIATION OF WESTERN MISSOURI, 2007 Broadway, Kansas City, Missouri 64108.

Program Title:
Smoking Deserves A Smart Answer.

Contact:
Sandra Bennett (816)842-5242.

Description:
Fifth and sixth graders learn about pressure situations related to smoking, the appeals used to convince someone to smoke, and strategies for resisting pressure to smoke.

493. AUDRAIN MEDICAL CENTER, AMERICAN LUNG ASSOCIATION, 620 East Monroe, Mexico, Missouri 65265.

Program Title:
Freedom From Smoking Clinic.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Cindy Feutz, Patient Educator (314)581-1760.

Description:
Audrain Medical Center offers a Freedom From Smoking Clinic by the American Lung Association. The eight meetings include an introductory meeting. Smokers quit cold turkey by the third meeting, with a followup meeting scheduled within 48 hours.

494. CITY OF ST. LOUIS DIVISION OF HEALTH, 634 North Grand Blvd., P.O. Box 14702, St. Louis, Missouri 63178.

Program Title:
Teenage Health Consultant Project (TAHC).

Contact:
Linda Clay (314)658-1044.

Description:
The TAHC program uses the peer approach and is based on the premise that adolescents are more receptive to information presented to them by peers. The TAHC Consultants are composed of 50 high school students who have completed training in areas such as problem-solving, decisionmaking, communication skills, human sexuality, responsible sexual behavior, mental health issues, substance abuse, sexually transmitted diseases, nutrition, child abuse, and rape prevention. The TAHC Consultants serve as discussion leaders and make presentations to school and community adolescent groups in the City of St. Louis. Presentation topics can include any area covered during training. Although smoking education was not the primary focus of the project, TAHC Consultants received information during the substance abuse sessions regarding myths about smoking and tips on quitting. Audiovisual material on smoking from the local chapters of the American Cancer and Lung Associations were utilized. Numerous presentations by request on smoking and marijuana usage were conducted by the TAHC Consultants in classroom settings at two local high schools. This program is funded on a year-to-year basis by the Family Planning Council, Inc., and is conducted on an ongoing basis.

495. COLE COUNTY HEALTH DEPARTMENT, 210 Adams Street, Jefferson, Missouri 65101.

Program Title:
Smoking Education.

Contact:
Judy Alexiou, Director (314)636-2181.

Description:
The hazards of smoking are discussed with prenatal and family planning patients in our clinics. Talks are also presented to schools and community organizations. Printed materials and films are used from American Heart Association, American Lung Association, and other resources.

496. JEFFERSON MEMORIAL HOSPITAL, Highway 61 South, Crystal City, Missouri 63019.

Program Title:
Smokeless.

Contact:
Julie Scharfenberg (314)933-1160.

Description:
Smokeless is a 4-day, multiple-treatment behavior modification program. The Smokeless system uses stress management, positive rewards and reinforcements, attitudinal transformation, food management, education, motivational tools, and patented negative smoking techniques. The Smokeless program is conducted over a 1-month period and includes three phases: Introductory, Treatment (4 days), and Maintenance.

497. LUNG ASSOCIATION OF EASTERN MISSOURI, 411 North Seventh Street, Room 709, St. Louis, Missouri 63101.

Program Title:
Freedom From Smoking Clinic.

Contact:
Diane L. Lee, Program Director (314)241-1554.

Description:
This eight-session smoking cessation program developed by the American Lung Association offers a positive behavior modification approach to quitting smoking. The clinic is cosponsored by community organizations and health institutions throughout eastern Missouri. The psychological principles and methods used help individuals gain control over their behavior, which makes quitting a less stressful experience. The program also includes counseling on diet, exercise, and relaxation.

498. MISSOURI STATE CHEST HOSPITAL, 600 North Main, Mt. Vernon, Missouri 65712.

Program Title:
FreshStart.

Contact:
Jane Nelson, Director, Pulmonary Rehabilitation (471)466-3711 ext. 427.

Description:
FreshStart is a four-session program (1 to 1 1/2 hours), with two sessions per week for 2 consecutive weeks. Understanding why one smokes and how it effects each person, managing the first few days of abstention, and mastering obstacles and enjoying abstention forever are the goals.

499. MISSOURI STATE CHEST HOSPITAL, 600 North Main, Mt. Vernon, Missouri 65712.

Program Title:
Pulmonary Rehabilitation–Patient Education.

Contact:
Jane Nelson, Director of Pulmonary Rehabilitation (417)466-3711.

Description:
This informative program for patients with pulmonary disorders (minor to severe) includes exercise sessions and discussions of the hazards of smoking. One of the five days of classes is devoted to smoking and giving tips on how to quit, using material from the American Cancer Society and the American Lung Association.

500. SAINT LOUIS LABOR HEALTH INSTITUTE, 300 South Grand Blvd., Saint Louis, Missouri 63103.

Program Title:
Patient Education.

Contact:
E.J. Berger, Medical Director (314)658-5613.

Description:
Literature printed by the American Lung Association and the National Cancer Institute is distributed to members. Posters are hung in various departments encouraging people not to smoke.

501. SCOTLAND COUNTY HEALTH DEPARTMENT, 111 West Monroe, Memphis, Missouri 63555.

Program Title:
Freedom From Smoking.

Contact:
Peggy Whitney (816)465-7275.

Description:
The clinic offers individuals a step-by-step reduction plan to quitting smoking, designed by the American Lung Association. During the sessions different techniques are introduced, based on psychological principles and methods that help the participants gain control over their behavior. The clinic format encourages individuals to work on the process and problems of quitting smoking individually and in a group.

502. SPELMAN MEMORIAL HOSPITAL, 601 South 169 Highway, Smithville, Missouri 64089.

Program Title:
FreshStart.

Contact:
Cheryl Rittman (816)532-3700 ext. 197.

Description:
FreshStart is an American Cancer Society Program designed to help participants stop smoking by providing them with all of the essential information and strategies needed to direct their efforts. The program focuses on an active, pragmatic approach to quitting, and consists of four 1-hour group sessions held during a 2-week period.

503. ST. JOHN'S MERCY HOSPITAL, 200 Madison Avenue, Washington, Missouri 63090.

Program Title:
FreshStart Smoking Cessation Program.
For additional information about the American Lung Association FreshStart program see Part 1.

Contact:
Alnyve Rethemeyer, Instructor (314)239-7711.

Description:
St. John's Mercy Hospital presents the FreshStart smoking cessation program that was developed by the American Cancer Society. The course consists of four 2-hour sessions. Sessions are held weekly for 4 weeks.

MONTANA

504. AMERICAN LUNG ASSOCIATION OF MONTANA, 825 Helena Avenue, Helena, Montana 59601.

Program Title:
BIOSEP.

Contact:
Anna B. Jones, Program Consultant (406)442-6556.

Description:
This smoking education program based on biofeedback uses three machines to measure different immediate physiological effects of cigarette smoking on the individual.

505. AMERICAN LUNG ASSOCIATION OF MONTANA, 825 Helena Avenue, Helena, Montana 59601.

Program Title:
Death in the West.

Contact:
Anna B. Jones, Program Consultant (406)442-6556.

Description:
This audiovisual is available in 16 mm Beta, 1/2 inch VHS, and 3/4 inch formats, and a teaching guide and other relevant materials are available with the audiovisual.

506. AMERICAN LUNG ASSOCIATION OF MONTANA, 825 Helena Avenue, Helena, Montana 59601.

Program Title:
Smokescreen.

Contact:
Anna B. Jones, Program Consultant (406)442-6556.

Description:
Smokerscreen consists of six programs designed for Apple II computers, which involve the individual learner (grade seven through adult) in an engrossing smoking education experience.

507. AMERICAN LUNG ASSOCIATION OF MONTANA, 825 Helena Avenue, Helena, Montana 59601.

Program Title:
Smoking Deserves a Smart Answer.

Contact:
Anna B. Jones, Program Consultant (406)442-6556.

Description:
This packet of attractive classroom materials is planned to provide junior high students with appealing methods of combating peer pressure to smoke.

508. AMERICAN LUNG ASSOCIATION OF MONTANA, Christmas Seal Building, 825 Helena Avenue, Helena, Montana 59601.

Program Title:
Freedom From Smoking Clinics.

Contact:
Anna B. Jones, Program Consultant (406)442-6556.

Description:
Clinics are run periodically in local communities for those who want assistance in becoming nonsmokers. Using American Lung Association materials, trained leaders share behavior modification techniques. This approach offers built-in peer support.

509. AMERICAN LUNG ASSOCIATION OF MONTANA, Christmas Seal Building, 825 Helena Avenue, Helena, Montana 59601.

Program Title:
Freedom From Smoking in the Workplace.

Contact:
Anna B. Jones, Program Consultant (406)442-6556.

Description:
This program assists both the employer and employees in assessing workplace problems and needs prior to initiating on-site Freedom From Smoking Clinics for interested personnel. Brand new materials expedite the process of improving the work environment.

510. AMERICAN LUNG ASSOCIATION OF MONTANA, Christmas Seal Building, 825 Helena Avenue, Helena, Montana 59601.

Program Title:
Smoking and Pregnancy.

Contact:
Anna B. Jones, Program Consultant (406)442-6556.

Description:
A special kit assists health care providers in counseling mothers-to-be on the dangers of smoking, for themselves and for their unborn babies. Extra posters and packets for pregnant women are available as well. Materials can be used along with smoking cessation programs.

511. MONTANA DEACONESS MEDICAL CENTER, DEPARTMENT OF EDUCATION, 1101 26th Street South, Great Falls, Montana 59405.

Program Title:
Freedom From Smoking Clinic.

Contact:
Esther Lentz (406)791-5507.

Description:
This program is patterned after the American Lung Association's program. The eight sessions covering a 6-week period stress the individual's responsibility in becoming free from the smoking habit through identifying triggers, setting personal goals and rewards, and identifying and participating in healthy replacement activities. Group support and the buddy system are important components of the clinic.

NEBRASKA

512. AMERICAN HEART ASSOCIATION, NEBRASKA AFFILIATE, 3624 Farnam Street, Omaha, Nebraska 68131.

Program Title:
Heart At Work.

Contact:
Amy Deardorff, Program Director (402)346-0771.

Description:
This program consists of one module of a health promotion program targeted at the work site. It includes awareness activities, development of a model smoking policy, and a self-help smoking cessation program.

513. AMERICAN HEART ASSOCIATION, NEBRASKA AFFILIATE, 3624 Farnam Street, Omaha, Nebraska 68131.

Program Title:
Smoking Education.

Contact:
Amy Deardorff, Program Director (402)346-0771.

Description:
Smoking education modules are included in school health curriculum in grades kindergarten through 12. There are four modules, each containing an audiovisual, printed support material, experiments, discussion topics, and teacher guides.

514. AMERICAN HEART ASSOCIATION, NEBRASKA AFFILIATE, 3624 Farnam Street, Omaha, Nebraska 68131.

Program Title:
Let's Talk About Smoking.

Contact:
Amy Deardorff, Program Director (402)346-0771.

Description:
This 3-day unit for sixth to eighth graders includes a documentary film in which junior high students discuss their attitudes and beliefs about smoking. Followup activities include class discussion guides, experiments, and group activities.

515. AMERICAN HEART ASSOCIATION, NEBRASKA AFFILIATE, 3624 Farnam Street, Omaha, Nebraska 68131.

Program Title:
Save a Sweet Heart.

Contact:
Amy Deardorff, Program Director (402)346-0771.

Description:
This 10-week program is targeted at junior and senior high school students. Conducted by a student organization, it is an awareness program culminating on February 14th–Save a Sweet Heart Day. Students pledge not to smoke on SASH day or to not start smoking in the next year.

516. AMERICAN LUNG ASSOCIATION OF NEBRASKA, 8901 Indian Hills Drive, Suite 107, Omaha, Nebraska 68114.

Program Title:
Freedom From Smoking.

Contact:
Kay Ahrens, Program Director (402)393-2222.

Description:
Freedom From Smoking cessation clinics and self-help manuals are available. Volunteers are trained to conduct the clinics at various sites, including workplaces and community-oriented locations. Freedom From Smoking in 20 Days and A Lifetime of Freedom From Smoking are the two cessation and maintenance manuals designed for use by the individuals on their own. Both programs use a behavior modification approach of "unlearning" smoking and replacing the smoking behavior with healthful alternatives.

517. AMERICAN LUNG ASSOCIATION OF NEBRASKA, 8901 Indian Hills Drive, Suite 107, Omaha, Nebraska 68114.

Program Title:
Octopuff in Kumquat.

Contact:
Kay Ahrens, Program Director (402)393-2222.

Description:
Octopuff in Kumquat was created to instill a beginning awareness in the preschool and kindergarten student regarding the harm smoking can do to the body and the environment. Trained volunteers present the program that consists of a cartoon film entitled "Octopuff in Kumquat" and a visit from an Octopuff doll. The film is followed by a smoking-lung demonstration and a discussion about smoking. Each child receives a coloring page and sticker at the conclusion of the program.

518. AMERICAN LUNG ASSOCIATION OF NEBRASKA, 8901 Indian Hills Drive, Suite 107, Omaha, Nebraska 68114.

Program Title:
Smoking Education Program.

Contact:
Kay Ahrens, Program Director (402)393-2222.

Description:
Smoking education projects available from the ALA of Nebraska are directed to kindergarten through 12th grade students. The pre-school "Octopuff in Kumquat" film and a demonstration using model lungs are presented by volunteers. Projects include the following: kindergarten to fourth grade, the "Lungs Are For Life" module, a smoking education unit consisting of teacher's guide, posters and handouts, and activities for implementation in the classroom; for grades 5 and 6, Students Teaching Students, a 5-day program conducted by high school students that includes basic anatomy, peer pressure, advertising, and the affects of smoking; for grades 7 through 9, Biomonitoring Smoking Education includes measurement of skin temperature, pulse rate, carbon monoxide levels, and tremor testing before and after smoking to demonstrate immediate physical effects; for grades 7 through 12 the Suspension Alternative program provides information on smoking to student smokers as an alternative to suspension for those caught smoking on school grounds; for grades 10 through 12, Students Teaching Students, a 2- to 3-hour program designed to train high school students who design a presentation on smoking for elementary school students using films, demonstrations, and role playing.

519. AMERICAN LUNG ASSOCIATION OF NEBRASKA, 8901 Indian Hills Drive, Suite 107, Omaha, Nebraska 68114.

Program Title:
Biofeedback Smoking Education Project (BIOSEP).

Contact:
Arlene Weingart, Program Associate (402)393-2222.

Description:
The American Lung Association of Nebraska provides the necessary biofeedback equipment needed for schools to conduct a 5-day antismoking program designed for 7th through 12th grade students. BIOSEP is based on the concept that adolescents are more likely to experience a change in attitude and behavior if given indisputable evidence that smoking has an immediate harmful effect on their bodies. Four pieces of biofeedback equipment are used in a scientific experiment to demonstrate the immediate physio-

logical effects of smoking one cigarette. Students measure their heart rate, carbon monoxide levels, skin temperature, and hand steadiness. The experiment allows comparison of data on smokers and nonsmokers, as well as data on smokers before and after smoking. Parental permission is required for the smoker to participate in the program. On the last day of the program the students, with the assistance of the teacher, discuss and interpret the data, drawing their own conclusions regarding the hazards of smoking.

520. AMERICAN LUNG ASSOCIATION OF NEBRASKA, 8901 Indian Hills Drive, Suite 107, Omaha, Nebraska 68114.

Program Title:
Students Teaching Students.

Contact:
Arlene Weingart, Program Associate (402)393-2222.

Description:
Students Teaching Students is an innovative program designed to influence the nonsmoking behavior of fourth, fifth, and sixth grade students. The 5-day curriculum provides the elementary student with the knowledge and skills needed to make an educated decision about smoking. Four of the sessions are conducted by the regular classroom teacher, who provides the students with a review of the respiratory system, information regarding the immediate effects of smoking on the body, and diseases associated with smoking. The issues of secondhand smoke and the impact of advertising are also discussed. The fifth session is presented by high school volunteers who have been trained by the Lung Association to do a beef-lung dissection and to roleplay strategies the students can use to resist peer pressure. The program uses the concept that peers will be more successful than adults at convincing elementary students about the harmful effects of smoking. A pretest and a posttest are administered by the elementary teacher, and written evaluations are completed by the program coordinator, elementary teacher, and high school volunteers.

521. DOUGLAS COUNTY HEALTH DEPARTMENT, OMAHA CIVIC HEALTH CARE, 1819 Farnam Street, Room H06, Omaha, Nebraska 68183.

Program Title:
American Lung Association Freedom From Smoking Program.

Contact:
Sharon Moran (402)444-7200.

Description:
Six lunchtime sessions are held with each program. Four to six programs are offered yearly. The program, developed nationally by the American Lung Association, focuses on understanding the smoking habit and learning through behavior modification to be a nonsmoker. The group members smoke during the first 2 weeks of the program and gain an awareness of their habit and alternatives to replace smoking. They quit as a group at the third session and meet again three times for group support and guidance.

522. HEALTH AMERICA, 17th and N Street, Lincoln, Nebraska 68508.

Program Title:
Call It Quits.

Contact:
Cindy Rempe (402)475-7000.

Description:
Four times a year this organization conducts a 5-day smoking cessation clinic. The clinic begins with discussions leading to an understanding of why people choose to smoke, and concludes with a presentation of additional resources for cessation assistance. Lectures in other sessions center on the anatomy and physiology of smoking, coping with the hunger and oral satisfaction urges, and release from stress. Films are used to convey antismoking information, as are brochures prepared by the National Cancer Institute and the American Cancer Society.

523. UNIVERSITY HEALTH CENTER, UNIVERSITY OF NEBRASKA, LINCOLN, 15th and U Street, Lincoln, Nebraska 68588.

Program Title:
Smoking Cessation Program.

Contact:
Joe Anderson, Jr. (402)472-7400.

Description:
This program is designed to focus on the physical and mental aspects of smoking. The session is conducted for 5 consecutive days.

NEVADA

524. AMERICAN LUNG ASSOCIATION OF NEVADA, P.O. Box 7056, Reno, Nevada 89510.

Program Title:
Biofeedback as a Smoking Education Technique.

Contact:
Jolene Stewart (702)323-5864.

Description:
The American Lung Association of Nevada has developed an antismoking program for students ages 12 to 18. Using the concepts of self-instruction, peer influence, and biofeedback, the physiological effects of cigarette smoking are demonstrated. After witnessing these effects, the organizers hope that the students will choose not to smoke. The program is conducted for 60 minutes each day for 5 days. The biofeedback machines used are an Ecolyzer (carbon monoxide), cardiotachometer, tremor tester, and a digital thermometer. After receiving parental permission, one student in each team smokes a cigarette and the other acts as a control. Both students are tested with the biofeedback equipment. On the last day of the program, the teacher explains the results and discusses the reasons why people smoke.

525. AMERICAN LUNG ASSOCIATION OF NEVADA, P.O. Box 7056, Reno, Nevada 89510.

Program Title:
Freedom from Smoking Clinic Leaders Training.

Contact:
Jolene Stewart (702)323-5864.

Description:
The American Lung Association encourages staff, volunteers, and paid leaders to attend a workshop and use the manual to train others. The Lung Association person, once trained in an American Lung Association workshop, can serve as the FFS clinic coordinator, responsible for organizing the clinic, promotion, administration, recruitment, selection, and training of clinic leaders. By the end of the training program for clinic leaders, participants will be able to (1) clarify the role of smoking cessation clinics within the total ALA Freedom From Smoking program; (2) describe the theoretical/philosophical basis for the methodology used in conducting the FFS clinic; (3) identify techniques for helping individuals select the smoking cessation program best suited to their needs; and (4) practice solving problems related to the behavior of FFS clinic participants.

526. AMERICAN LUNG ASSOCIATION OF NEVADA, P.O. Box 7056, Reno, Nevada 89510.

Program Title:
Freedom From Smoking Public Smoking Cessation Clinics.
For additional information about the American Lung Association Freedom From Smoking Public Smoking Cessation Clinics see Part 1.

Contact:
Jolene Stewart (702)323-5864.

Description:
Smoking cessation materials are distributed.

527. AMERICAN LUNG ASSOCIATION OF NEVADA, P.O. Box 7056, Reno, Nevada 89510.

Program Title:
Smoking and Pregnancy.

Contact:
Jolene Stewart (702)323-5864.

Description:
The American Lung Association has developed an antismoking program for expectant mothers who smoke. They are encouraged to quit through the Because You Love Your Baby program.

NEW HAMPSHIRE

528. AMERICAN HEART ASSOCIATION, NEW HAMPSHIRE AFFILIATE, 309 Pine Street, Manchester, New Hampshire 03103.

Program Title:
Smoking Education.

Contact:
Frank J. Griffin, Director of Field Services (603)669-5833.

Description:
Grants in aid are made available annually for eligible Heart Health Education in the Young projects operated by schools, colleges, and youth organizations. A free audiovisual loan library contains, among other things, films about the health and social hazards of smoking. Literature published by the American Heart Association such as "Calling It Quits," are made available free of charge. A volunteer speakers' bureau also is maintained.

529. NEW HAMPSHIRE LUNG ASSOCIATION, 456 Beech Street, P.O. Box 1014, Manchester, New Hampshire 03105.

Program Title:
School Health Education Program.
For additional information about the American Lung Association Biofeedback program see Part 1.

Contact:
Peter King (603)669-2411.

Description:
The School Health Education Program (SHEP) is the prototype of American Lung Association programs utilizing biofeedback machines to demonstrate the physiological effects of cigarette smoking on students in grades 7 through 12. The intent of the program is to prevent the onset of regular tobacco use in adolescents and to induce those adolescents who use tobacco to stop. Using the concepts of self-instruction, peer influence, and biofeedback combined with sophisticated machinery, the five 1-hour-per-day sessions help students develop their beliefs, values, and attitudes based on immediate feedback and factual information. Four machines, a cardiotachometer, a digital thermometer, an Ecolyzer, and a tremor tester, are used during the first 4 days. The fifth day is reserved for discussions of the test results and the relative merits of smoking. An extensive evaluation of this program has been undertaken.

530. NEW HAMPSHIRE LUNG ASSOCIATION, 456 Beech Street, P.O. Box 1014, Manchester, New Hampshire 03105.

Program Title:
Smoking and Memory.

Contact:
Peter King (603)669-2411.

Description:
Working with the theory that smoking inhibits short-term memory, this program will allow secondary students to participate in the learning process with a hands-on approach. Though still in the formative stages, the plan is to reinforce the decision in nonsmokers not to begin smoking and to modify the behavior of smokers by demonstrating the reduction in short-term memory that may be caused by smoking. Such a demonstration may provide a stimulus for behavior modification, whereas long-term health threats may

not. The use of educational computers and other equipment is being discussed.

NEW JERSEY

531. AMERICAN CANCER SOCIETY, NEW JERSEY DIVISION, INC., 410 White Horse Pike, Haddon Heights, New Jersey 08035.

Program Title:
Stop Smoking Program.

Contact:
Jane MacDonald (609)546-1600.

Description:
The American Cancer Society's FreshStart program is designed to help participants stop smoking by providing them with all of the essential information and strategies needed to direct their efforts at stopping. The program focuses on an active, pragmatic approach to quitting smoking. Participants are encouraged to apply what they learn in the FreshStart program to other aspects of their lives. The FreshStart program consists of four 1-hour group sessions held during a 2-week period.

532. AMERICAN CANCER SOCIETY, NEW JERSEY DIVISION, INC., MIDDLESEX COUNTY UNIT, 2303 Woodbridge Avenue, P.O. Box 601, Edison, New Jersey 08818.

Program Title:
FreshStart.

Contact:
Rita Pearlman (201)985-9566.

Description:
A smoking cessation program employing the behavior modification method, which consists of four to six sessions, is led by a trained ex-smoker. FreshStart contains all the elements that can help smokers to stop and remain abstinent.

533. AMERICAN LUNG ASSOCIATION OF CENTRAL NEW JERSEY, INC., 206 Westfield Avenue, Clark, New Jersey 07066.

Program Title:
Freedom From Smoking Clinics.

Contact:
Marcy D. Sullivan, Program Director (201)388-4556.

Description:
The Freedom From Smoking Clinic format is for people who want the support of a group. The seven-session program helps participants understand their smoking habits and develop a plan of action to help them quit at the third session. The last four sessions emphasize maintenance of a new nonsmoking lifestyle.

534. AMERICAN LUNG ASSOCIATION OF CENTRAL NEW JERSEY, INC., 206 Westfield Avenue, Clark, New Jersey 07066.

Program Title:
Freedom From Smoking Self-Help.

Contact:
Marcy D. Sullivan, Program Director (201)388-4556.

Description:
The Freedom From Smoking self-help manuals provide a comprehensive approach to quitting smoking. Manual 1, Freedom From Smoking in 20 Days, is designed with specific daily activities to help smokers understand their habit so they can learn to quit. Manual 2, A Lifetime of Freedom From Smoking, was planned to give smokers who quit the help they need to remain abstinent.

535. AMERICAN LUNG ASSOCIATION OF NEW JERSEY, BERGEN–PASSAIC REGIONAL OFFICE, 14–25 Plaza Road, Fair Lawn, New Jersey 07410.

Program Title:
Freedom From Smoking Manuals.

Contact:
Deidre Cannon, Program Consultant (201)791-6600.

Description:
Two self-help booklets designed for those who prefer to quit smoking on their own are used. Freedom from Smoking in 20 Days provides smokers with a day-by-day approach to quitting. Upon completion, the new nonsmokers utilize a maintenance component entitled A Lifetime of Freedom from Smoking that helps them to remain abstinent.

536. AMERICAN LUNG ASSOCIATION OF NEW JERSEY, BERGEN–PASSAIC REGIONAL OFFICE, 14–25 Plaza Road, Fair Lawn, New Jersey 07410.

Program Title:
Smoking and Pregnancy Package.

Contact:
Deidre Cannon, Program Consultant (201)791-6600.

Description:
Kits for health care providers contain a handbook, flip chart, colorful posters, and leaflets for counseling pregnant women who smoke. Companion kits for the mother-to-be provide information on the dangers of smoking while pregnant and answers the most commonly asked questions about smoking and pregnancy. Also included is a tent card suggested as a replacement for a favorite ashtray.

537. AMERICAN LUNG ASSOCIATION, BERGEN–PASSAIC REGIONAL OFFICE, 14–25 Plaza Road, Fair Lawn, New Jersey 07410.

Program Title:
Freedom From Smoking Clinics.

Contact:
Deirdre Cannon, Program Consultant (201)791-6600.

Description:
The clinics consists of a series of seven sessions utilizing group support to help smokers kick the habit. A trained ex-smoker moderates the group, using activities that help replace the smoking behavior with new, healthier alternatives. Emphasis is placed on diet, exercise, self-rewards, and learning how to be a nonsmoker. Classes are held in a variety of settings, including community centers, churches, hospitals, and work sites.

538. BERGEN COUNTY DEPARTMENT OF HEALTH SERVICES, 327 East Ridgewood Avenue, Paramus, New Jersey 07652-4895.

Program Title:
Quit Smoking Program.

Contact:
Albert J. Ferrara, Jr., Coordinator (201)646-2612.

Description:
Smokers who want to break the smoking habit meet twice weekly for eight smoking cessation sessions. The moderator, an ex-smoker, teaches relaxation techniques, gives tips on how to kick the habit without gaining weight, and instructs participants on how to provide mutual support during the cessation period. In addition to the moderator, pamphlets and films are utilized to provide information. Those participants who are unable to quit entirely are encouraged to reduce their cigarette consumption to 10 or fewer cigarettes per day. After 1 year, a followup evaluation is conducted. The program is limited to 20 people and a fee is charged.

539. BERGEN COUNTY, DEPARTMENT OF HEALTH SERVICES, 327 Ridgewood Avenue, Paramus, New Jersey 07652.

Program Title:
Learn Not to Smoke.

Contact:
Albert Ferrara, Jr. (201)646-2600.

Description:
As they take a trip through the fantasy land of Kumquat, prekindergarten, primary, and elementary school children are taught why smoking is not good. Individual decisionmaking is emphasized.

540. BERGEN COUNTY, DEPARTMENT OF HEALTH SERVICES, 327 Ridgewood Avenue, Paramus, New Jersey 07652-4895.

Program Title:
Smoking: Why and How To Quit Quiz.

Contact:
Albert Ferrara, Jr. (201)646-2600.

Description:
How much do you know about the harmful effects of cigarette smoking? An up-to-date film, featuring Frank Field, explores the facts about smoking, followed by a discussion on quitting techniques. For grades 9 through 12 and adults.

541. BERGEN-PASSAIC LUNG ASSOCIATION, 55 Paramus Road, Paramus, New Jersey 07652.

Program Title:
Lungmobile Visit to Schools.

Contact:
Sue Williams, Program Director (201)843-4111.

Description:
The Lungmobile is a mobile exhibit that is designed to teach fifth graders more about how their respiratory system operates and what may harm it. A portion of the exhibit is devoted to the effects of smoking. Once children see actual lung tissue that has been damaged by cigarette smoking, the organizers hope that the students will choose not to smoke. Within the exhibit area are models of lungs and of bronchial trees, samples of the different types of irritants that people inhale, explanations of the various structures in the torso, cross-sections of a smoker's and a nonsmoker's lung, a biofeedback tremor tester, and tapes of the breathing noises made by healthy lungs and lungs that have various problems. Before the Lungmobile arrives at a school, teachers receive informational packets that help them prepare the students for the exhibits. The packets describe what is exhibited, the structure of the respiratory system, and the effects of various diseases on the lungs. Evaluation forms are completed by participants.

542. BETH ISRAEL HOSPITAL, HEALTHY BUSINESS, 70 Parker Avenue, Passaic, New Jersey 07055.

Program Title:
Smoking Cessation Programs.

Contact:
Barbara Orlando Gorlick, Director, Community Health Services (201)365-5220.

Description:
This session outlines the two programs available at the workplace to aid those who are motivated to quit smoking.

543. BETH ISRAEL HOSPITAL, HEALTHY BUSINESS, 70 Parker Avenue, Passaic, New Jersey 07055.

Program Title:
Freedom From Smoking–Group Workshop.

Contact:
Barbara Orlando Gorlick, Director, Community Health Services (201)365-5220.

Description:
This seven-session program (1 1/2 hour sessions) is facilitated by a professional nurse or respiratory therapist who is certified by the American Lung Association as a smoking cessation facilitator. The planned program was prepared by psychologists and uses behavior modification and group support.

544. BETH ISRAEL HOSPITAL, HEALTHY BUSINESS, 70 Parker Avenue, Passaic, New Jersey 07055.

Program Title:
Guidelines For Individuals Who Wish To Quit Smoking.

Contact:
Barbara Orlando Gorlick, Director, Community Health Services (201)365-5220.

Description:
This program consists of three sessions, each 1 1/2 hours long. It is integrated with the individual's use of the American Lung Association's 20-day Freedom From Smoking manual.

545. BLOOMFIELD DEPARTMENT OF HEALTH AND HUMAN SERVICES, Municipal Plaza, Township Hall, Room 111, Bloomfield, New Jersey 07003.

Program Title:
FreshStart Smoking Cessation Program.

Contact:
David Ratajack, Health Educator (201)743-4400 ext. 346.

Description:
Five 2-hour sessions are held, one per week. The sessions are patterned after the American Cancer Society's FreshStart program, the main exception being the addition of a session on stress management techniques. The the ACS FreshStart package is used, including a special full-color FreshStart booklet for each participant; the ACS 1/2-hour film, "Let's Call it Quits," is used during the second session in the series.

546. BRIDGEWATER-RARITAN REGIONAL SCHOOL DISTRICT, 33 Second Street, Raritan, New Jersey 08869.

Program Title:
Life Skills Training.

Contact:
Joseph Porcaro, Supervisor of Instruction (201)722-1500 ext. 279.

Description:
This program uses a variety of educational techniques to inform seventh graders of the social and psychological factors that influence teenage smoking. Students are helped to make the decision whether or not to smoke based on facts rather than on peer pressure. The organizers hope that any peer pressure to smoke can be negated so that nonsmoking will be considered the expected and condoned behavior. During the 12-week program, students in the seventh grade learn to improve their self-image, to make decisions, to communicate effectively, to meet new friends, to become more assertive, and to resist peer and media advertising pressures to smoke. This information is provided through the student and teacher guides, films, and biofeedback equipment. The "Life Skills Training" workbook by Rev. Gill Botvin is used. A pre- and postprogram test is administered.

547. CHEST AND HEALTH ASSOCIATION OF SOUTHERN NEW JERSEY, 21 South Washington Street, Hammonton, New Jersey 08037.

Program Title:
Health Maze Workshop.

Contact:
Mary K. Farrell (609)561-8700.

Description:
These series of workshops are designed to increase participant's awareness of health risk factors. Topics of discussion include alcoholism, smoking, driver safety, nutrition, and stress.

548. CHEST AND HEALTH ASSOCIATION OF SOUTHERN NEW JERSEY, 21 South Washington Street, Hammonton, New Jersey 08037.

Program Title:
Kick the Habit Smoking Withdrawal Workshop.

Contact:
Mary K. Farrell (609)561-8700.

Description:
Through the use of behavior modification, group support, and hypnosis during the 5-week workshop, participants learn to overcome their smoking addiction.

549. CHEST AND HEALTH ASSOCIATION OF SOUTHERN NEW JERSEY, 21 South Washington Street, Hammonton, New Jersey 08037.

Program Title:
Occupational Health Smoking Education.

Contact:
Mary K. Farrell (609)561-8700.

Description:
Individuals in occupations that pose a possible lung health risk are given a free lung test (pulmonary function test) and counseled on the health risks of smoking and how they can overcome their addiction.

550. COMMUNITY EDUCATION RECREATION OF UPPER DEERFIELD TOWNSHIP, Woodruff School, Highway 77, Seabrook, New Jersey 08302.

Program Title:
Kick The Habit.

Contact:
James H. Turner, Director (609)451-4646.

Description:
In this five-session workshop, participants will use techniques such as behavior modification, hypnosis, and group support. The cost is $40 per participant, but those attending will receive a $10 rebate for attending at least four of the five sessions.

551. DEPARTMENT OF HEALTH, COUNTY OF CAPE MAY, Crest Haven Road, Garden State Parkway, Cape May Court House, New Jersey 08210.

Program Title:
Freedom From Smoking Clinic.

Contact:
Andrew W. Melchiorre, Health Educator (609)465-7911 ext. 208.

Description:
The clinic program is based on the underlying premise that smoking is a learned habit. Quitting is a process during which individuals must consciously unlearn this automatic smoking behavior and substitute in its place healthy, new alternatives. The clinic runs one session a week for 7 weeks and covers all aspects of smoking cessation, including lifestyle change, exercise, stress and relaxation techniques, and addiction and withdrawal.

552. FROST VALLEY YMCA, 298 Claremont Avenue, Montclair, New Jersey 07042.

Program Title:
Wellness Resource Guide for Counselors at a Resident Camp Setting.

Contact:
Terry Murray, Project Director (201)744-3488.

Description:
A manual designed to assist camp administrators, program staff, and counselors in programming wellness activities for campers has been developed and is available for distribution. Also available are support materials including a slide/cassette introduction to wellness and an administrator's guide. The material focuses on nutrition, physical fitness, stress management, human relations, safety, and abuse of tobacco, alcohol, and drugs.

553. HEALTH PLUS OF WEST JERSEY AMBULATORY CENTERS, INC., GARDEN STATE COMMUNITY MEDICAL CENTER, 3rd Floor, 1 Brickroad at Route 73, Marlton, New Jersey 08053.

Program Title:
Smokeless.

Contact:
Community Education Department (609)596-3300.

Description:
A nine-session series consisting of 11 hours of class time over a 4-week period, the smokeless system is a highly structured program in which participants learns the skills necessary to achieve permanent abstinence from smoking. The system is based on the philosophy that quitting is easier when one knows how to do it. The smoking habit is viewed from psychological, social, physiological, and behavioral perspectives. Participants will be taught techniques and procedures that have proved to be effective in both preventing and eliminating cigarette urge sensations. This systematic technology will allow smoking cessation while minimizing the problems of weight gain and irritability.

554. MIDDLESEX GENERAL–UNIVERSITY HOSPITAL, 180 Somerset Street, New Brunswick, New Jersey 08901.

Program Title:
Smoking Cessation Clinic.

Contact:
Susan Simar, Respiratory Services (201)937-8681.

Description:
The Smoking Cessation Clinic is sponsored by Middlesex General–University Hospital and the Delaware–Raritan Lung Association. This 6-week program explores why one smokes, reasons for quitting, and ways to break the smoking habit pattern. The program is based on research conducted by the American Lung Association. The course is offered several times a year.

555. MORRISTOWN MEMORIAL HOSPITAL, 100 Madison Avenue, Morristown, New Jersey 07960.

Program Title:
Smokeless System.

Contact:
Arlene Perino, Director, Heath Education Services (201)540-5451.

Description:
The Smokeless program was developed by the American Institute for Preventive Medicine, and program directors are trained by the institute. The three-phase behavioral modification program is designed to teach participants skills and techniques to quit smoking with little or no discomfort.

556. NEW JERSEY CONFERENCE OF SEVENTH-DAY ADVENTISTS, 2160 Brunswick Avenue, Trenton, New Jersey 08648.

Program Title:
Five Day Plan To Stop Smoking.
For additional information about the Seventh-Day Adventist Five Day Plan see Part 1.

Contact:
Robert East, Health Director (609)392-7131.

Description:
This typical Five Day Plan is operated by the Adventist Church in conjunction with the Morris–Sussex chapter of the American Heart Association, the American Cancer Society, and the local chapter of the American Lung Association. Anyone in the State of New Jersey may attend. Evaluations have been conducted on the national level and results are available.

557. NEWTON MEMORIAL HOSPITAL, DEPARTMENT OF EDUCATION, 175 High Street, Newton, New Jersey 07860.

Program Title:
Freedom From Smoking.

Contact:
Rosamond Dee Lockwood, Director of Education (201)383-2121.

Description:
During the past 2 years, the Education Department at Newton Memorial Hospital has sponsored the American Lung Association Freedom From Smoking Program. The program is conducted twice each year, in the spring and fall. The program is advertised in the local newspaper, on local radio, and by flyers to industry. A 5-week program is followed by six meetings. Much emphasis is placed on values clarification, personal commitment, group support, and lifestyle changes. Lifestyles films are incorporated, which focus on stress management, nutrition, weight control, and exercise.

558. OVERLOCK HOSPITAL, 99 Beauvoir Avenue at Sylvan Road, Summit, New Jersey 07901.

Program Title:
The Smokeless System.

Contact:
Anne Oliva (201)522-2836.

Description:
In this highly structured program that views the smoking habit from psychological, social, physiological, and behavioral perspectives, a multiple treatment approach is utilized to provide participants with the skills necessary to achieve

permanent abstinence from smoking. Negative smoking is a unique component of this program, which was developed by the American Institute of Preventive Medicine.

559. RIVERVIEW MEDICAL CENTER, CONSUMER HEALTH EDUCATION, 35 Union Street, Red Bank, New Jersey 07701.

Program Title:
Smoke Stoppers.

Contact:
Jacqueline T. Rohan, Consumer Health Coordinator (201)530-2417.

Description:
This eight-session program is aimed at smoking cessation through a variety of behavior modification techniques, including negative smoking, diet information, and relaxation techniques. An introductory session precedes the actual stop-smoking clinic, which is held on 4 consecutive days and is followed by support meetings once a week for 3 weeks. Initial evaluations at 1-year followup indicate that at least 60 percent of those responding to the survey remain abstinent. This program is currently offered to industry groups as well as communitywide. Speakers are available to school districts and local groups to discuss the issue of smoking and to describe the program in detail.

560. RUTGERS COMMUNITY HEALTH PLAN, 1 World's Fair Drive, Somerset, New Jersey 08873.

Program Title:
FreshStart.
For additional information about the American Cancer Society FreshStart program see part 1.

Contact:
Carol Ann Foster (201)469-4300 ext. 707.

Description:
The American Cancer Society FreshStart program is offered.

561. THE NORTHERN OCEAN HOSPITAL SYSTEM, INC., 2121 Edgewater Place, Point Pleasant, New Jersey 08742.

Program Title:
Smoking or Health.

Contact:
Kathy Gunnell (201)892-1100 ext. 2825.

Description:
A stop-smoking lecture is given to adult organizations, at which time the common rationalizations that smokers frequently use are discussed. The Smoking or Health segment deals with the changes that take place in the respiratory system of the smoker as well as potential dangers to the lungs, heart, and brain.

562. THE NORTHERN OCEAN HOSPITAL SYSTEM, INC., 2121 Edgewater Place, Point Pleasant, New Jersey 08742.

Program Title:
Smokeless.

Contact:
Kathy Gunnell (201)892-1100 ext. 2825.

Description:
The Smokeless system is a highly structured program consisting of an introductory meeting, four skill development sessions, and maintenance meetings. Smokeless takes a total behavior-change approach to smoking cessation. Included are specific areas that are important in the maintenance of nonsmoking behavior, such as stress management techniques, relaxation, and nutrition awareness. Psychological skills are also covered, dealing with the issues of attitude, motivation, and relapse prevention.

563. THE NORTHERN OCEAN HOSPITAL SYSTEM, INC., 2121 Edgewater Place, Point Pleasant, New Jersey 08742-2290.

Program Title:
The Choice Is Yours.

Contact:
Kathy Gunnell (201)892-1100 ext. 2825.

Description:
The Choice Is Yours is a 20-minute presentation given to preteens and adolescents concerning decisions they will be making in the near future. Smoking and its hazards are discussed at this time.

564. THE RESPIRATORY HEALTH ASSOCIATION, 55 Paramus Road, Paramus, New Jersey 07652.

Program Title:
SEND-OFF (Smokers End Nicotine Dependence–Obtain Fresh Futures).

Contact:
Dierdre Bohlin, Program Director (201)843-4111.

Description:
Walk-in quit-smoking clinics are held every Friday, 11 a.m. to 4:30 p.m., and by appointment on Thursday evenings. Clients have an individual consultation with a professional staff member, view a film with tips on how to quit, and receive literature to take home. Pulmonary function tests are also available during these hours. These services are free of charge. Also, support groups for ex-smokers meet weekly with both daytime and evening sessions. These too are free of charge. Single-session quit-smoking clinics and multisession classes are presented at worksites. The single-session clinic is based on the premise that most smokers who quit do so on their own. The clinic offers, through film, lecture, and take-home literature, tips to enhance the participants' likelihood of success. The multisession classes move from learning about the physiologic effects of smoking through developing an active plan of attack against smoking to an exploration of the physical, social, and emotional world of the ex-smoker. Followup services are available through ex-smokers' support groups or by telephone.

565. THE RESPIRATORY HEALTH ASSOCIATION, 55 Paramus Road, Paramus, New Jersey 07652.

Program Title:
Toward a Smoke-Free Workplace.

Contact:
Patti Van Metre, Director of Community Relations (201)843-4111.

Description:
Toward A Smoke-Free Workplace is a handbook for the

business community that provides a review of the medical, legal, social, and economic impact of smoking in the workplace; research on timing, company facilities, company image, and fairness; success stories and how-to-do-it guidelines; and a list of companies that have established policies. This is available for purchase.

566. TOWNSHIP OF HARDING, MORRIS COUNTY, NEW JERSEY, Blue Mill Road, Box 666, New Vernon, New Jersey 07976.

Program Title:
Smoking Education.

Contact:
Joan M. Geraghty, Sanitary Inspector (201)455-7296.

Description:
The hazards of smoking are discussed with participants at a twice-yearly Adult Health Screening Program. Printed materials are available from the American Heart Association, American Lung Association, and the Cancer Society. Courses offered for Quit Smoking Programs are posted in the office for the public.

567. WARREN HOSPITAL, 185 Roseberry Street, Phillipsburg, New Jersey 08865.

Program Title:
Smokeless.

Contact:
Patricia A. Mathews, Coordinator, Patient and Community Health Education (201)859-6777.

Description:
This organization provides the Smokeless program, developed by the American Institute of Preventive Medicine. Smokeless is a highly structured 5-day program in which the participant learns the skills necessary to achieve permanent abstinence from smoking. The system is based on the philosophy that quitting is easier when you know how to do it. The smoking habit is viewed from psychological, social, physiological, and behavioral perspectives. Participants are taught techniques and procedures that have proved to be effective in both preventing and eliminating cigarette urge sensations. This systematic technology allows the participant to quit smoking while minimizing the problems of weight gain and irritability.

568. WAYNE TOWNSHIP HEALTH DEPARTMENT, 475 Valley Road, Wayne, New Jersey 07470.

Program Title:
FreshStart.

Contact:
Arthur R. Bartolozzi, Health Officer (201)694-1800 ext. 240.

Description:
The Health Department in cooperation with the American Cancer Society offers periodically or upon request a four-session stop-smoking program for individuals serious about quitting smoking. FreshStart contains all of the elements that have been found to be meaningful in helping smokers to stop and stay off cigarettes. The program addresses the behaviors, thoughts, and feelings of the smokers, and makes use of group interaction to encourage and support change. Each session is approximately 2 hours in length so that films may be shown and to provide more time for group discussion.

NEW MEXICO

569. AMERICAN CANCER SOCIETY, NEW MEXICO DIVISION, 5800 Lomas Blvd., NE., Albuquerque, New Mexico 87110.

Program Title:
FreshStart.
For additional information about the American Cancer Society FreshStart program see part 1.

Contact:
James Buckles, Division Program Director (505)262-2336.

Description:
The American Cancer Society FreshStart program is offered.

570. AMERICAN HEART ASSOCIATION, NEW MEXICO AFFILIATE, 629 Truman, NE., Albuquerque, New Mexico 87110.

Program Title:
Heart At Work.
For additional information about the American Heart Association Heart At Work program see Part 1.

Contact:
Holly Mueller (505)268-3711.

Description:
The Heart At Work program is arranged at worksites in the community. AHA literature on smoking cessation is available.

571. AMERICAN LUNG ASSOCIATION OF NEW MEXICO, 216 Truman, NE., Albuquerque, New Mexico 87108.

Program Title:
Freedom From Smoking Cessation Program.
For additional information about the American Lung Association Freedom From Smoking program see part 1.

Contact:
Beverly Besedick, Program Director (505)265-0732.

Description:
The Freedom From Smoking seven week course is offered, along with the Self-Help program. The videotape "In Control" is also available.

572. HEALTH ENVIRONMENT DEPARTMENT, HEALTH SERVICES DIVISION, OFFICE OF HEALTH PROMOTION, Box 968, Santa Fe, New Mexico 87504.

Program Title:
Smoking Prevention and Cessation Program.

Contact:
Dianne Ciurczak (505)841-4116.

Description:
This program provides educational materials targeted toward prevention of smoking in schools and in the community. Program staff work with the media, train smoking cessation facilitators statewide and participate in the New Mexico Committee on the Public Health Impact of Smoking, and the Task Force on Women and Smoking.

NEW YORK

573. AMERICAN CANCER SOCIETY OF NEW YORK STATE DIVISION, CORTLAND COUNTY UNIT, 25 Clinton Avenue, Box 492, Cortland, New York 13045.

Program Title:
FreshStart.
For additional information about the American Cancer Society FreshStart program see Part 1.

Contact:
Terry Waszkowski (607)756-2277.

Description:
A 2-week session is offered periodically throughout the year or as requested by the public. It is run by volunteers trained by the American Cancer Society, using American Cancer Society materials.

574. AMERICAN CANCER SOCIETY, 90 Park Avenue, New York, New York 10016.

Program Title:
FreshStart.
For information about the American Cancer Society FreshStart program see Part 1.

Contact:
Roberta E. Moss, Director, Public Education Support Services (212)599-8200.

Description:
The American Cancer Society FreshStart program is offered.

575. AMERICAN CANCER SOCIETY, 1596 Rugby Road, Schenectady, New York 12308.

Program Title:
FreshStart.
For information about the American Cancer Society FreshStart program see Part 1.

Contact:
Priscilla Robert (518)377-2241.

Description:
The American Cancer Society FreshStart program is offered.

576. AMERICAN CANCER SOCIETY, LONG ISLAND DIVISION, INC., 145 Pidgeon Hill Road, Huntington Station, New York 11746.

Program Title:
Anti-Smoking Programs For Youth and Adult Groups.

Contact:
Education Department (516)385-9100 ext. 312.

Description:
Antismoking programs last for less than an hour and include a film, speaker, and literature.

577. AMERICAN CANCER SOCIETY, LONG ISLAND DIVISION, INC., 145 Pidgeon Hill Road, Huntington Station, New York 11746.

Program Title:
FreshStart Quit Smoking Clinics.

Contact:
Ernie Howell (516)358-9100 ext. 312.

Description:
FreshStart clinics last for 2 weeks and include four 1-hour sessions.

578. AMERICAN CANCER SOCIETY, NEW YORK STATE DIVISION, INC. 1596 Rugby Road, Schenectady, New York 12308.

Program Title:
FreshStart.

Contact:
Ann P. Krazeski, Program Director (518)377-2241.

Description:
This smoking cessation program is held monthly and is based on the American Cancer Society's FreshStart program. The program consists of four 1 1/2 hour sessions run over a 2-week period. The purpose of FreshStart is to help participants stop smoking by providing them with all of the essential information and strategies needed to direct their own efforts at stopping. The program focuses on an active pragmatic approach to quitting smoking. Participants are encouraged to apply what they learn in FreshStart to other aspects of their lives.

579. AMERICAN CANCER SOCIETY, NEW YORK STATE DIVISION, INC., 57 Front Street, Binghamton, New York 13905.

Program Title:
FreshStart.

Contact:
Kathleen Boedicker, Program Director (607)722-6471.

Description:
FreshStart is the American Cancer Society's new, up-to-date

quit smoking program. It is a practical approach to quitting. FreshStart uses group interaction to encourage and support change, but does not foster dependency on the group. Individuals are given more attention. It gives techniques for conquering the chemical addiction, habit, and psychological dependency linked to cigarettes. The program consists of four 1-hour group sessions usually held during a 2-week period. It is convenient for the workplace organizations that wish to sponsor the program. It gives clear, concrete strategies for dealing with stress management and weight control. It is scientifically sound and consistent, and all facilitators are thoroughly trained. It is free to all participants.

580. AMERICAN HEALTH FOUNDATION, 320 East 43rd Street, New York, New York 10017.

Program Title:
Know Your Body.

Contact:
Ernst L. Wynder (212)953-1900 ext. 234.

Description:
This school-based health education program is designed to promote positive health habits in students in grades 1–8. The program has three components: health screening, the return of screening results to students, and a health education and intervention program. The program can be integrated into an existing course. A teacher's curriculum guide and a student workbook are available for each grade. The curriculum material is divided into units, one of which covers smoking education.

581. AMERICAN HEART ASSOCIATION, WESTCHESTER/PUTNAM CHAPTER, INC., 15 Rye Ridge Plaza, Port Chester, New York 10573.

Program Title:
Community Education.

Contact:
Dolores J. Cantrell, Program Coordinator (914)937-6600.

Description:
In an effort to educate both the adult and school communities on the health effects of smoking, the American Heart Association, Westchester/Rutnam Chapter, Inc., distributes literature, lends films, and offers a slide-script presentation for group use. Representatives from the organization's speakers bureau address schools and civic and community groups on a variety of subjects including smoking. The organization offers teachers and physicians program modules such as Save A Sweet Heart, Let's Talk About Smoking, and Calling It Quits. They also will provide the Heart At Work program module on smoking cessation to businesses and corporations to use with their employees.

582. AMERICAN LUNG ASSOCIATION, FINGER LAKES REGION, INC., 1595 Elmwood Avenue, Rochester, New York 14620.

Program Title:
Chain Groups.

Contact:
Jack Stiggins, Program Associate (716)442-4260.

Description:
Smokers and recovered smokers band together to help each other achieve their goals to be free from smoking. No fees are required.

583. AMERICAN LUNG ASSOCIATION, FINGER LAKES REGION, INC., 1595 Elmwood Avenue, Rochester, New York 14620.

Program Title:
Freedom Line.

Contact:
Jack Stiggins, Program Associate (716)442-4260.

Description:
Produced in association with the University of Rochester, this tape-recorded, nonsmoking message, available 24 hours a day, may be utilized as a daily maintenance tool or to fight the craving to smoke. For additional help or information, counselors are available.

584. AMERICAN LUNG ASSOCIATION, FINGER LAKES REGION, INC., 1595 Elmwood Avenue, Rochester, New York 14620.

Program Title:
Freedom From Smoking Recovery Clinics.

Contact:
Jack Stiggins, Program Associate (716)442-4260.

Description:
With assistance from qualified, recovered smokers, participants take the necessary steps to become nonsmokers. Group support makes stopping easier. Clinic sessions include education as to the nature of the smoking addiction, recovery techniques, medical consultants, and feelings shared with others. Clinics are offered year round and in different locations.

585. AMERICAN LUNG ASSOCIATION, FINGER LAKES REGION, INC., 1595 Elmwood Avenue, Rochester, New York 14620.

Program Title:
Relapse Workshops.

Contact:
Jack Stiggins, Program Associate (716)442-4260.

Description:
Meetings are held periodically to help prevent smokers from going back to those old smoking days. Counselors aid participants in coping with their smoking addiction by exploring the dynamics of relapse, how to avoid and recover from relapse, and the benefits of being a nonsmoker.

586. AMERICAN LUNG ASSOCIATION, FINGER LAKES REGION, INC., 1595 Elmwood Avenue, Rochester, New York 14620.

Program Title:
Self-Help Manuals.

Contact:
Jack Stiggins, Program Associate (716)442-4260.

Description:
A self-help manual provides smokers with a 20-day plan to conquer their smoking addiction 1 day at a time, and a second manual helps smokers to stay off cigarettes.

587. AMERICAN LUNG ASSOCIATION, FINGER LAKES REGION, INC., 1595 Elmwood Avenue, Rochester, New York 14620.

Program Title:
Visions and Pot Shots.

Contact:
Jack Stiggins, Program Associate (716)442-4260.

Description:
Visions and Pot Shots is a very exciting concept aimed at educating the 12- to 18-year-old youth. Vision, a rock group, will play at school or community dances as role models demonstrating that one can rock and roll without being high. During the performance a continuous slide show called "Pot Shots" flashes with minicommercials that state, "Smoking is harmful"; "You can have fun without dope"; and "How to avoid letting your lungs go to pot." Free "Don't Let Your Lungs Go To Pot" buttons are distributed and marijuana fact sheets are available. No lecture, just fun, demonstrating that it's okay to say no to pot and why you should.

588. AMERICAN LUNG ASSOCIATION OF MID-NEW YORK, 130 Main Street, Johnson City, New York 13901.

Program Title:
Youth to Youth Council.

Contact:
Joyce Littlefield, Education Teacher (607)797-0556.

Description:
High school and junior high school students in Broom, Tioga, and Delaware Counties give presentations to fourth graders on the health effects of cigarette smoking. Objectives are to convince youth that it is unwise to start smoking, and to persuade those who have begun to experiment to stop before they develop a habit. Films, lung slices, and manikins are used as part of the presentation.

589. AMERICAN LUNG ASSOCIATION OF MID-NEW YORK, 23 South Street, Utica, New York 13501.

Program Title:
Freedom From Smoking.

Contact:
Martha S. Cline, Program Director (315)735-9225.

Description:
This state-of-the-art smoking cessation program is available in two formats: self-help and group clinics. The self-help program is contained in two manuals: "Freedom From Smoking in 20 Days" outlines workable ways to break the smoking pattern, and "A Lifetime of Freedom From Smoking" is a maintenance program to reinforce the new behavior. The group clinics involve seven 1 1/2 hour meetings over 7 weeks. In both programs, smokers examine their own smoking behavior, interrupting the habit, dealing with triggers, recovery symptoms, weight control, and stress. Positive behavior modification is used and emphasis is given to maintenance.

590. AMERICAN LUNG ASSOCIATION OF MID-NEW YORK, 23 South Street, Utica, New York 13501.

Program Title:
Smoking and Pregnancy.

Contact:
Martha S. Cline, Program Director (315)735-9225.

Description:
This program is designed to educate the pregnant woman who smokes about hazards to her unborn child and herself that smoking creates. A resource packet for health care providers includes a flip chart and slide show to be used with clients. A small take-home packet for the client is also available. Referral to a smoking cessation program is followed up to reinforce the expectant mother's decision to quit smoking.

591. AMERICAN LUNG ASSOCIATION OF NASSAU-SUFFOLK, 405 Ostrander Avenue, Riverhead, New York 11901.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Charlotte Schwartz (516)727-2155.

Description:
The two self-help manuals developed by the American Lung Association are distributed on request. A complementary slide-tape show and an exhibit are also available.

592. AMERICAN LUNG ASSOCIATION OF NASSAU-SUFFOLK, 405 Ostrander Avenue, Riverhead, New York 11901.

Program Title:
Students Teaching Students.

Contact:
Charlotte Schwartz (516)727-2155.

Description:
The number of young people who smoke can be reduced by educating them about the hazards of smoking and by presenting role models for them to emulate. This organization trains junior high and high school student volunteers about these hazards and how best to present the information to younger students. The student-teachers use films, booklets, and curriculum guides during their presentations.

593. AMERICAN LUNG ASSOCIATION OF NASSAU-SUFFOLK, 405 Ostrander Avenue, Riverhead, New York 11901.

Program Title:
Stop Smoking Workshop.

Contact:
Charlotte Schwartz (516)727-2155.

Description:
This program, which is presented in cooperation with area hospitals, libraries, and worksites, approaches smoking cessation as a relearning process that includes the learning of new habit patterns to replace the old habits related to smoking. The program begins with the smokers' awareness of their individual smoking patterns, planning coping strategies, practicing being a nonsmoker for short periods, and then quitting cold turkey. The group continues to meet to offer support to one another and to share maintenance strategies. The program lasts for 2 months, starting with an

orientation, followed by seven weekly meetings, which last about 1 1/2 hours.

594. AMERICAN LUNG ASSOCIATION OF NASSAU-SUFFOLK, 405 Ostrander Avenue, Riverhead, New York 11901.

Program Title:
Teen Stop-Smoking Workshop.

Contact:
Charlotte Schwartz (516)727-2155.

Description:
This cessation clinic for high school students is designed to meet the needs and interests of the adolescent smoker who wants to quit the cigarette habit. The purpose of the program is to help teenagers develop the skills and support necessary to stop smoking. The workshop has seven 1-hour sessions and incorporates behavior modification techniques, peer support, and maintenance strategies.

595. AMERICAN LUNG ASSOCIATION OF WESTERN NEW YORK, INC., 766 Ellicott Street, Buffalo, New York 14203.

Program Title:
Second Hand Smoke and Rights of the Nonsmoker.

Contact:
Linda D. Hummel, Director of Program Development (716)886-4655.

Description:
In an effort to increase the knowledge of nonsmokers about the hazards of secondhand smoke, this organization has initiated a public education campaign, and provides support for the New York Clean Air Act, and any other pertinent county or State bills. Nonsmoking individuals troubled by secondhand smoke are given support, and related literature is distributed.

596. AMERICAN LUNG ASSOCIATION OF WESTERN NEW YORK, INC., 766 Ellicott Street, Buffalo, New York 14203.

Program Title:
Community Education Programs.

Contact:
Bethmarie Fahey, Coordinator (716)886-4655.

Description:
A corps of trained speakers is available to present information on the health effects of cigarette smoking and the services available from the American Lung Association to various community groups. Slide/tape presentations and Carboximeter tests are incorporated into the presentations.

597. AMERICAN LUNG ASSOCIATION OF WESTERN NEW YORK, INC., 766 Ellicott Street, Buffalo, New York 14203.

Program Title:
Freedom From Smoking Community Clinics.

Contact:
Bethmarie Fahey, Coordinator (716)886-4655.

Description:
The clinic program is based on the premise that smoking is a learned habit and quitting is a process during which individuals must consciously unlearn the automatic behavior of smoking and substitute new health alternatives. During the seven 1 1/2-hour clinic sessions, different techniques are introduced, based on principles and methods that help individuals gain control over their behavior. The programs are made available to the general community through local adult education programs, hospitals, and YMCAs. The fee for the program is $50.

598. AMERICAN LUNG ASSOCIATION OF WESTERN NEW YORK, INC., 766 Ellicott Street, Buffalo, New York 14203.

Program Title:
Freedom From Smoking in the Workplace.

Contact:
Bethmarie Fahey, Coordinator (716)886-4655.

Description:
This program is a comprehensive approach to the problems of cigarette smoking in the work environment. Lung Association staff work with the company to develop a program tailored to the company's individual needs. The program components consist of policy development, employee awareness and education, training of in-house facilitators, three types of cessation programs, and maintenance strategies. The fee for this program varies.

599. AMERICAN LUNG ASSOCIATION OF WESTERN NEW YORK, INC., 766 Ellicott Street, Buffalo, New York 14203.

Program Title:
Freedom From Smoking Manuals.

Contact:
Bethmarie Fahey, Coordinator (716)886-4655.

Description:
The manuals offer a self-help approach to quitting smoking. The first book deals with a day-by-day, step-by-step approach to cessation. The second book helps individuals develop their own plan for staying off the cigarettes permanently. The books are available to the general community for a fee.

600. AMERICAN LUNG ASSOCIATION OF WESTERN NEW YORK, INC., 766 Ellicott Street, Buffalo, New York 14203.

Program Title:
School Health Programs.

Contact:
Bethmarie Fahey, Coordinator (716)886-4655

Description:
Prevention programs are available for elementary school children, concentrating on the third to eighth grade levels. The program has three phases that are rotated on a yearly basis. Over 3 years, a school will receive presentations and literature on the health hazards of cigarette smoking utilizing the Carboximeter, the effects of marijuana smoking, and how to handle peer pressure. A variety of films and literature for both the child and the parent are available.

601. AUXILIARY OF ONONDAGA COUNTY MEDICAL SOCIETY, Syracuse, New York 13031.

Program Title:
Diseases of the Respiratory System.

Contact:
Ed Veaudry (315)424-6840.

Description:
This presentation, which supplements the School Health Curriculum project in West Genesee schools, provides information on the structure, function, and diseases of the respiratory system. A demonstration of life support equipment is included.

602. BROOKLYN LUNG ASSOCIATION, INC., 165 Cadman Plaza East, Brooklyn, New York 11201.

Program Title:
Bio-Feedback.

Contact:
Merlene Taylor, Program Associate (212)624-8531.

Description:
This program is being introduced at the senior high school level. Using the Heart Rate Monitor, Hand Steadiness Tester, and a digital thermometer that measures peripheral skin temperature, students using a hands-on approach can see the immediate effect of smoking on the body, before and after smoking. Educational materials are also made available for the students.

603. BROOKLYN LUNG ASSOCIATION, INC., 165 Cadman Plaza East, Brooklyn, New York 11201.

Program Title:
Freedom From Smoking.

Contact:
Merlene Taylor, Program Associate (212)624-8531.

Description:
This program offers self-help Freedom From Smoking manuals to help smokers kick the habit. It is introduced at the senior high and college level and also made available to businesses and industries.

604. BROOKLYN LUNG ASSOCIATION, INC., 165 Cadman Plaza East, Brooklyn, New York 11201.

Program Title:
Smoking and Pregnancy.

Contact:
Merlene Taylor, Program Associate (212)624-8531.

Description:
The program consists of two kits, one for the health care provider and one for the pregnant woman. Health providers are being trained to help pregnant woman quit smoking, cut down, or switch brands. The pregnant woman can also request a kit that gives her a good overview of the dangers of smoking during pregnancy and the benefits of quitting.

605. BROOKLYN LUNG ASSOCIATION, INC., 165 Cadman Plaza East, Brooklyn, New York 11201.

Program Title:
Stop Smoking Clinic.

Contact:
Merlene Taylor, Program Associate (212)624-8531.

Description:
This program is available to the general public. Six 90-minute sessions are conducted in a relaxed atmosphere. Smokers' efforts are reinforced with presentations from a physician and a nutritionist, an exercise class, and discussions by a panel of ex-smokers. At the end of the 6 weeks, quitters can comfortably use the maintenance manual to enjoy a lifetime of freedom from smoking.

606. BROOKLYN LUNG ASSOCIATION, INC., 165 Cadman Plaza East, Brooklyn, New York 11201.

Program Title:
Smoking Prevention and Education.

Contact:
Marlene Taylor, Program Associate (718)624-8531.

Description:
This program is being presented to students in kindergarten thru grade 12. Lesson plans are geared to the various grade levels and incorporate a variety of visual aids. Lessons are reinforced by the teachers who follow up with a classroom project.

607. COMMUNITY GENERAL HOSPITAL, HEALTH EDUCATION DEPARTMENT, Broadroad, Syracuse, New York 13215.

Program Title:
Quit Smoking Program.

Contact:
Helen R. Perry, Director, Health Education (315)492-5152.

Description:
The smoking cessation program consists of eight sessions, usually held on Mondays and Wednesdays from 4:00 to 5:30 P.M. This program is taught by registered nurses and a physician. Topics include analysis of smoking behavior, physiology of addiction, health implications, stress management, exercise, and weight control.

608. COUNTY OF NASSAU, DEPARTMENT OF DRUG AND ALCOHOL ADDICTION, 175 Fulton Avenue, Hempstead, New York 11550.

Program Title:
Primary Grades Health Curriculum Project and School Health Curriculum Project.
For additional information about the Primary Grades Health Curriculum and the School Health Curriculum Projects see Part 1.

Contact:
Betty Spectorman, Project Coordinator (516)560-1973.

Description:
The Primary Grades Health Curriculum Project (grades K–3) and the School Health Curriculum Project (grades 4–7) are offered in county schools. The projects are viewed as primary prevention programs that will reduce students' risk-taking behavior.

609. CROUSE–IRVING MEMORIAL HOSPITAL, 736 Irving Avenue, Syracuse, New York 13210.

Program Title:
Breathing Basics.

Contact:
Lisa Lambiase-Stolakis (315)470-7627.

Description:
Breathing Basics is an educational tool that teachers can use with students in fourth, fifth, or sixth grades to reinforce the students' current knowledge of the respiratory system. The goal of the program is to give students a better understanding of how their respiratory system functions and of hazards of smoking. This in turn will help them make informed decisions regarding smoking. Breathing Basics includes pre-program materials for each student, a 30-minute videotape, and a teacher's manual with suggested followup activities designed to reinforce the learning.

610. CROUSE–IRVING MEMORIAL HOSPITAL, 736 Irving Avenue, Syracuse, New York 13210.

Program Title:
Smokeless.

Contact:
Lisa Lambiase-Stolakis (315)470-7627.

Description:
Smokeless is a comprehensive and structured behavior modification approach to smoking cessation. An eight-session program conducted over a 4-week period, Smokeless is designed to cover three stages: preparation, treatment, and maintenance. Conducted in a group setting in order to be cost effective, it emphasizes individual skill development by incorporating all of the following necessary components for successful smoking cessation: physical, emotional, social, behavioral, and economic factors. The preparation stage begins with a 1-hour free introductory meeting. People have the opportunity to meet the program leader and preview the program. Preparatory materials are given to those who register. The treatment stage consists of four 1 and 1/2 hour sessions over 4 consecutive days. The goal is to stop smoking during this phase. Negative smoking behavior and associated smoking behaviors are eliminated and replaced with positive behaviors. The maintenance phase consists of three 1-hour sessions. Participants receive additional skills training to prevent returning to past smoking behaviors.

611. GASP (GROUP AGAINST SMOKERS POLLUTION) OF NEW YORK, 7 Maxine Avenue, Plainview, New York 11803.

Program Title:
Smoking Prevention Program.

Contact:
Rhoda Nichter, President (516)938-0080.

Description:
Junior high or senior high school students are trained to enable them to work in teams to develop a suitable presentation for fourth, fifth, or sixth graders. The older students try to influence the younger students not to start smoking or to quit if they have already started, and to educate nonsmoking students as to the hazards of secondhand smoke and their right to clean indoor air. Junior and senior high school students attend 6 to 10 training sessions that help them to plan and conduct the program and to organize other activities that may be appropriate for accomplishing the program objectives. Subjects covered in the students' presentations include why young people start to smoke; the physical effects of smoking; why smokers continue to smoke; how to quit smoking; how the nonsmoker is affected by secondhand smoke; laws, ordinances, and school rules restricting smoking; and the economics of smoking. Students may also develop and present programs for their peers in the secondary schools.

612. GASP (GROUP AGAINST SMOKERS POLLUTION) OF NEW YORK, 7 Maxine Avenue, Plainview, New York 11803. NASSAU COMMUNITY COLLEGE, Garden City, New York 11530.

Program Title:
Smoking and Your Health.

Contact:
Rhoda Nichter, President (516)938-0080.

Description:
Since October 1979, this series of 30-minute public affairs radio programs has been broadcast every Tuesday at 4:30 p.m. and repeated every Sunday at 4:00 p.m. on WHPC-FM (90.3). The program is hosted by the president of GASP of New York. It is an educational program designed to explore the smoking problem as it relates to the lives of both smokers and nonsmokers. The series includes interviews with doctors, dentists, legislators, smokers, ex-smokers, nonsmokers, nutritionists, a fire marshal, students, teachers, and a laryngectomee, plus a series of programs specifically on smoking cessation. Subjects covered in the programs broadcast to date include the rights of nonsmokers, smoking cessation, youth and smoking, women and smoking, government and smoking, and sex and smoking. Listeners are invited to write to GASP for further information. This program continues to update listeners with information on current legislation (proposed and passed) and new findings regarding the hazards of tobacco smoke to smokers and nonsmokers of all ages.

613. HEALTH CARE PLAN MEDICAL CENTER, 120 Gardenville Parkway West, West Seneca, New York 14224. AMERICAN LUNG ASSOCIATION OF WESTERN NEW YORK.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Susan B. Toth, Health Education Coordinator (716)668-3600.

Description:
The American Lung Association Freedom From Smoking program is offered by this health maintenance organization. The program is advertised in the lobby, in newspaper articles, and on bulletin boards in the waiting and examination rooms. When a member decides to begin the self-help program, a pharmacist offers private counseling on how best to use the program. The Pharmacy Department is available as a resource for information and support to the member going through the cessation process. Health plan members

are offered the Freedom From Smoking manuals at a 10 percent discount.

614. HEALTH CARE PLAN MEDICAL CENTER, 120 Gardenville Parkway West, West Seneca, New York 14224.

Program Title:
Group Smoking Cessation Program.
For additional information about the American Cancer Society Helping Smokers Quit program see Part 1.

Contact:
Susan B. Toth, Health Education Coordinator (716)668-3600.

Description:
This group smoking cessation program is loosely based on the American Cancer Society's group approach. The group meets seven times, once or twice weekly, with a pharmacist or nutritionist as the group leader. Followup meetings are held at 1, 3, and 6 months. There is a fee for the program, a portion of which is refunded to participants abstaining from cigarettes at the 6-month followup.

615. HEALTH CARE PLAN MEDICAL CENTER, 120 Gardenville Parkway West, West Seneca, New York 14224.

Program Title:
Individual Counseling.

Contact:
Susan B. Toth, Health Education Coordinator (716)668-3600.

Description:
Health plan members are offered information and education about the health hazards of smoking through traditional one-to-one patient–provider counseling. Written materials obtained from the American Lung Association, the American Cancer Society, the National Cancer Institute, and the March of Dimes are available in waiting areas to supplement verbal counseling.

616. LAKE SHORE CENTRAL SCHOOL—J.T. WAUGH INTERMEDIATE SCHOOL, 100 High Street, Angola, New York 14006.

Program Title:
School Health Education Project—Berkeley.
For additional information about the School Health Curriculum Project see Part 1.

Contact:
Jim Emerson (716)549-2300 ext. 66.

Description:
In addition to the standard Berkeley model approach, this program features a peer-led approach to the health hazards of smoking and special presentations by representatives from organizations such as the American Lung Association and the American Cancer Society. Students gain a better understanding of the subject matter through art work, essays, poster contests, slogans, and laboratory demonstrations, and by integrating their health knowledge with other subject areas. Demonstrations by individuals trained in special areas, such as rescue breathing and the Heimlich maneuver, are also conducted.

617. NEW YORK CITY DEPARTMENT OF HEALTH, BUREAU OF PUBLIC HEALTH EDUCATION, 125 North Street, Room 222, New York, New York 10013.

Program Title:
Non-Smokers Rights.

Contact:
Peggy Clark, Director, Public Health Education (212)566-7103.

Description:
The program publishes regularly names and addresses of restaurants and establishments who will participate voluntarily in the program in New York City. Meetings are held to dissiminate information to the public about smoking and nonsmoking rights. Handouts, pamphlets, and literature from the New York State Department of Health, ALA, and ACS are available upon request.

618. NEW YORK LUNG ASSOCIATION, 22 East 40th Street, New York, New York 10016.

Program Title:
Freedom From Smoking: Self-Help Method.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Diane M. Murray, Program Associate (212)889-3370.

Description:
Freedom From Smoking consists of two full-color manuals designed with upbeat goal-oriented messages in a contemporary format to help smokers declare independence from cigarette smoking. Freedom From Smoking in 20 Days is a step-by-step guide through a 20-day program of self-monitoring and behavior modification exercises designed to help the smoker quit. A Lifetime of Freedom From Smoking is a maintenance program offering continued help and support until nonsmoking becomes an affirmative way of life for the former smoker.

619. NEW YORK LUNG ASSOCIATION, 22 East 40th Street, New York, New York 10016.

Program Title:
Kick-the-Habit Group Clinic.

Contact:
Diane M. Murray, Program Asosciate (212)889-3370.

Description:
The six-session Kick-the-Habit group program is based on behavior modification through peer support, mutual aid, and positive reinforcement. All sessions are led by a professional group leader. The first three are spent getting smokers off cigarettes, and the final three are devoted to discussions of the various aspects of the more difficult abstention phase. Classes meet for six 1 1/2 hour sessions over a 4-week period. These can be held during lunchtime or after work. Topics covered include having the right attitude, choosing a positive focus, the concepts of habit, motivation and conditioning, coping with withdrawal symptoms and urges, what it's like having quit, diet, exercise, relaxation training, and strategies for maintaining nonsmoking behavior.

620. NEW YORK LUNG ASSOCIATION, 22 East 40th Street, New York, New York 10016.

Program Title:
Biofeedback Demonstration Project.

Contact:
Dianne M. Murray, Program Associate (212)889-3370.

Description:
The New York Lung Association Biofeedback Demonstration Project is designed to emphasize the immediate effects of smoking just one cigarette. Biofeedback equipment is used to take before and after measures of heart rate, blood pressure, hand tremor, and percent of carbon monoxide. Smokers and nonsmokers are measured and results are compared. This project is suitable for junior high and high school students and can be used in a classroom and large auditorium setting.

621. NEW YORK LUNG ASSOCIATION, 22 East 40th Street, New York, New York 10016.

Program Title:
Marijuana, A Second Look.

Contact:
Diane M. Murray, Program Associate (212)889-3370.

Description:
Marijuana A Second Look is an innovative educational program intended to influence children not to smoke marijuana, now or in the future. It is targeted to children ages 9, 10, and 11 (in grades 4 to 6) and parents, teachers, and youth leaders. In addition to providing information about the health effects of marijuana, Marijuana: A Second Look also helps children learn skills to resist the pressures they will later face to experiment with marijuana, tobacco, and other drugs.

622. NEW YORK LUNG ASSOCIATION, 22 East 40th Street, New York, New York 10016.

Program Title:
Smoking and Pregnancy.

Contact:
Diane M. Murray, Program Associate (212)889-3370.

Description:
Smoking and Pregnancy is a multimedia program aimed at motivating pregnant women not to smoke cigarettes during pregnancy and to remain abstinent. The program is designed to be offered through health care providers. Program materials include a kit for health care providers, a kit for pregnant women, and the slide/tape presentation Because You Love Your Baby.

623. NEW YORK STATE EDUCATION DEPARTMENT, BUREAU OF DRUG EDUCATION, 55 Elk Street, Albany, New York 12234.

Program Title:
State Curriculum for Smoking Prevention.

Contact:
Warren Kilmer.

Description:
This State curriculum for smoking prevention in grades K–12 was developed in cooperation with the American Lung Association of New York State, with assistance from the National Humanistic Education Center, public smoking and health agencies, and school health educators. The curriculum focuses on development of healthy attitudes and skills to provide the support and ability needed for students to put their cognitive learning into practice. It can be used directly by the teacher without the necessity for expensive materials, an extensive inservice training program, or a curriculum committee to adapt the material for local use. The curriculum consists of nine separate instructional booklets: one each for classroom teachers of grades kindergarten through six and one each for junior and senior high school health teachers. It features role playing that involves students in learning to meet specific objectives; activities that integrate subject area learning experiences; sequential reinforcement; an introductory section describing suggested teaching methods; patterns, worksheets, and supplementary articles; a listing of local offices for key community agencies; and a summary materials list to use in unit planning.

624. NEW YORK UNIVERSITY MEDICAL CENTER, COOPERATIVE CARE EDUCATION CENTER, 530 First Avenue, 14th Floor, New York, New York 10016.

Program Title:
Smokeless.

Contact:
MaryEllen Wadsworth, Coordinator (212)340-7204.

Description:
Smokeless is a highly structured 5-day multiple treatment program to achieve permanent abstinence from smoking. It consists of three phases. During the introductory phase, details about the program and materials to use for the next phase are received. In the treatment phase are taught the patented techniques to quit smoking with little or no discomfort. In the maintenance phase, reinforcement techniques are taught, to guard against a return to smoking and to strengthen the ability to live without smoking. The program uses behavior modification literature and includes techniques such as stimulus control, cognitive coping, stress management, positive and negative reinforcement, attitudinal transformation, nutrition awareness, and behavioral rehearsal.

625. QUEENSBORO LUNG ASSOCIATION, 156-29 90th Avenue, Jamaica, New York 11432.

Program Title:
Student-Teach-Student Education Program.
For additional information about the Student-Teach-Student program see Part 1.

Contact:
Steve Cohen (212)526-2557.

Description:
Field-placement students from both York and Queens College are given training on the subject of smoking and give short, informative lectures on the health, economic, and social effects of smoking to fifth and sixth graders within the Borough of Queens. Classes are given a quiz on nonsmokers' rights, complete a math lesson to determine smoking cost per family, and design and maintain a bulletin board. Brochures, pamphlets, posters, buttons, slides, filmstrips, and video tapes are utilized.

626. QUEENSBORO LUNG ASSOCIATION, 159-29 90th Avenue, Jamaica, New York 11432. AMERICAN LUNG ASSOCIATION, 1740 Broadway, New York, New York 10019.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contacts:
Steve Cohen or Mary Barnwell, Queensboro (212)526-2557; Karen Monaco, ALA (212)245-8000.

Description:
The two Freedom From Smoking manuals are made available on request. Flyers, posters, signs, buttons, and a slide-tape presentation are used for promotional purposes.

627. QUEENSBORO LUNG ASSOCIATION, 159-29 90th Avenue, Jamaica, New York 11432. AMERICAN LUNG ASSOCIATION, 1740 Broadway, New York, New York 10019.

Program Title:
Lungs Are for Life, Lung Health Module Grade 3.

Contacts:
Steve Cohen, Queensboro (212)526-2557; Roger Schmidt, ALA (212)245-8000.

Description:
This program introduces third graders to a series of health-related activities that lead them to appreciate their bodies and the necessity of maintaining good health, while exposing them to factors that affect lung health. The four topics related to lung health are the respiratory system, air quality, smoking, and health habits. The program is designed to engage the student, the teacher, and the parent in a positive dialog concerning lung health. Incorporated in the module distributed to teachers are four teaching posters, a student activity booklet, nine duplicating masters, a teachers guide, and some take-home literature for each student. There is no evaluative component for this program; evaluation is left to the discretion of the classroom teacher.

628. QUEENSBORO LUNG ASSOCIATION, INC. 112-25 Queens Blvd., Forest Hills, New York 11375.

Program Title:
Because You Love Your Baby.

Contact:
Steven M. Cohen, Program Associate (718)263-5656.

Description:
The program helps to motivate pregnant smokers to cut down or to quit smoking during pregnancy. Objectives of the program are (1) to assist health care providers in counseling pregnant patients about the hazards of smoking during pregnancy and the resources available for quitting; (2) to assist pregnant smokers in stopping smoking or reducing their cigarette intake as an interim step to quitting; (3) to help smokers remain abstinent; (4) to educate the pregnant smoker about the hazards of smoking to themselves, the unborn, and the newborn; and (5) provide healthy alternatives to smoking. The health providers session is approximately 2 hours in length, and they are given a free kit. The session for pregnant women is 1 hour. Their kit is free, with a $5 charge for each additional. An agency pays $.50. Freedom from Smoking manuals are available.

629. QUEENSBORO LUNG ASSOCIATION, INC., 112-25 Queens Blvd., Forest Hills, New York 11375.

Program Title:
Freedom From Smoking at Work.

Contact:
Steven M. Cohen, Program Associate (718)263-5656.

Description:
This program encourages management in taking steps toward a healthier workplace, to thus convey a caring attitude. Freedom From Smoking manuals are the most comprehensive guide used in this program. Orientation includes an introduction, deals with questions and answers, and provides socializing. In the first session, On the Road to Freedom, small groups and the buddy system are established, and triggers and coping skills and the plan of action are discussed. In the second session, Wanting to Quit, the participants learn to understand the habit and the health effects of smoking, and record the cigarettes smoked. At the third, Quit Night, participants reconfirm their decision to quit, with the help and support of ex-smokers, and learn to assert themselves. At the fourth session, Winning Strategies, they learn about withdrawal symptoms and the benefits of abstention, make a 48-hour report, and learn relaxation skills. The New You is the fifth session; lifestyle changes, exercise, weight control, and social situations are discussed and the maintenance manual is introduced. During the sixth session, Staying Off, more relaxation, exercise, and coping strategies are discussed. The seventh session, Let's Celebrate, covers lifestyle changes, new image, evaluation of program, graduation, and celebration.

630. QUEENSBORO LUNG ASSOCIATION, INC., 112-25 Queens Blvd., Forest Hills, New York 11375.

Program Title:
Freedom From Smoking Clinics.

Contact:
Steven M. Cohen, Program Associate (718)263-5656.

Description:
Freedom From Smoking Clinics provide a structured group support program for those who wish to quit smoking and provide information and techniques to change the smoking behavior. The program emphasizes weight control, exercise, withdrawal, and reducing stress after quitting smoking, and is scheduled four times a year. The evening clinic has seven 2-hour sessions, and the lunch-hour clinic has 11 sessions of 1 hour each. The cost to participants is $20. If cost sharing is involved, the employer and employee each pay $10. It uses all American Lung Association materials like the "Freedom From Smoking in Twenty Days" as well as "A Lifetime of Freedom From Smoking" manuals. There is a 1-year followup evaluation.

631. QUEENSBORO LUNG ASSOCIATION, INC., 112-25 Queens Blvd., Forest Hills, New York 11375.

Program Title:
Freedom From Smoking Self-Help Programs.

Contact:
Steven M. Cohen, Program Associate (718)263-5656.

Description:
The goal of the Freedom From Smoking Self-Help program is to help the smokers to quit or to reduce the number of cigarette smoked by using the two parts of American Lung Association Freedom From Smoking manuals. Objectives of the program are (1) to create an awareness among the smokers about their habit; (2) to provide healthy alternatives to the smoking habit; and (3) to provide a maintenance program to help those who quit. Evaluation is done at the end of the program. The cost to participants is $5 per set of manuals.

632. QUEENSBORO LUNG ASSOCIATION, INC., 112-25 Queens Blvd., Forest Hills, New York 11375.

Program Title:
Growing Healthy in New York City.

Contact:
Steve M. Cohen, Program Associate (718)263-5656.

Description:
The Growing Healthy program is part of a revised comprehensive health curriculum for grades kindergarten through six. Each grade covers a different subject or system. Smoking is covered in most grade levels with the greatest concentration in third, fourth, fifth, and sixth. The respiratory system is stressed. The grade five program, about our lungs and our health, deals with all lung hazards, particularly cigarette smoking. The program is a hands-on approach to learning, helping to create healthy attitudes and behavior in children.

633. QUEENSBORO LUNG ASSOCIATION, INC., 112-25 Queens Blvd., Forest Hills, New York 11375.

Program Title:
Teenage Smoking Cessation Clinic.

Contact:
Steve M. Cohen, Program Associate (718)263-5656.

Description:
This program consists of 8 to 10 sessions, meeting once a week for 1 hour and 20 minutes. Targets are students who want to quit, with the help of a school health instructor or guidance counselor. Literature and manuals from American Lung Association and American Cancer Society are available. Films on smoking are used.

634. QUEENSBORO LUNG ASSOCIATION, INC. 112-25 Queens Blvd., Forest Hills, New York 11375.

Program Title:
Big Apple Council Against Public Smoking (CAPS).

Contact:
Steven M. Cohen, Program Associate (418)263-5656.

Description:
Big Apple CAPS is a nonprofit group of volunteers concerned about smoking in the community. The goal is to protect the health and comfort of the nonsmoker as well as the smoker who would like to quit.

635. QUEENSBORO LUNG ASSOCIATION, INC., 112-25 Queens Blvd., Forest Hills, New York 11375.

Program Title:
Nonsmokers Rights Program Newsletter and Membership Application.

Contact:
Steven M. Cohen, Program Associate (718)263-5656.

Description:
This is a program for nonsmokers, who can apply to be members of this group for a membership fee. Newsletters are available without charge.

636. ROSWELL PARK MEMORIAL INSTITUTE, Buffalo, New York 14263.

Program Title:
Cancer Education Newsletter.

Contact:
Russell Sciandra (716)845-3115.

Description:
This quarterly newsletter for teachers was developed to increase knowledge about cancer and enhance school cancer education, including antismoking education. Utilization of available teaching aids is encouraged. A questionnaire is distributed to newsletter recipients to measure utilization of information and changes in teaching practices.

637. SEVENTH-DAY ADVENTIST COMMUNITY SERVICES, 85 Long Island Expressway, New Hyde Park, New York 11040.

Program Title:
Five Day Plan.
For additional information about the Seventh-Day Adventist Five Day Plan see Part 1.

Contact:
(516)627-2210.

Description:
This organization schedules stop-smoking clinics at nearby Seventh-Day Adventist churches and hospitals, all of which use the Five Day Plan as a basis for their programming.

638. SEVENTH-DAY ADVENTIST COMMUNITY HEALTH SERVICES, P.O. Box 1029, Manhasset, New York 11030.

Program Title:
The 5-Day Plan to Stop Smoking.

Contact:
Juanita Kretschmar (516)627-2210 or 1-800-832-2210.

Description:
A series of five consecutive group therapy sessions of 1 to 1 1/2 hours each evening is provided. These sessions include lectures or discussions on the physiological and the psychological aspects of smoking, films on smoking and its harmful effects on the body and mind, demonstrations on procedures helpful to overcoming the smoking habit, and an exchange of experiences by participants as they fight the habit. Also offered is a personal control program. A special booklet is used entitled "Your Five-Day Plan," which describes how to relax, how to avoid familiar spots and activities that might lead to a smoke, when to exercise and

how to breath, what to eat and drink and with whom, and what to think at crucial times. The course also deals with the weight gain problem that sometimes occurs when an individual stops smoking. A followup program helps the participant to maintain abstinence.

639. ST. FRANCIS HOSPITAL, Port Washington Blvd., Roslyn, New York 11576.

Program Title:
Kick The Habit At St. Francis Hospital Stop-Smoking Seminar.

Contact:
Pamela Lubin, Coordinator (516)627-6200 ext. 1922.

Description:
Smokers who want to quit are invited to a free 2-hour introductory orientation meeting of the St. Francis Hospital Stop-Smoking Seminar. Six additional 2-hour sessions are scheduled. A pulmonary function screening test, talks by health professionals, films, personal assistance, and year-round followup support in the I Quit Club are included in the not-for-profit fee. Special consideration is given to those who cannot afford to pay.

640. ST. FRANCIS HOSPITAL, Port Washington Blvd., Roslyn, New York 11576.

Program Title:
I Quit Club.

Contact:
Rhoda Nichter, Course Director, Smoker's Withdrawal Clinic (516)938-0080.

Description:
The purpose of the I Quit Club is to offer year-round support in maintaining abstinence to help those who have resumed the habit to quit again.

641. ST. MARY'S HOSPITAL, 427 Guy Park Avenue, Amsterdam, New York 12010.

Program Title:
Smokeless.

Contact:
Sister Rita Jean Dubrey, Certified Instructor (518)842-1900.

Description:
Smokeless begins with a free introductory meeting during which the program is explained in detail. The actual skill development stage of the program begins 1 week later, and consists of four consecutive sessions of 1 and 1/2 hours, or five consecutive sessions of 1 hour. Also included is a three-session maintenance program. Each participant receives a guarantee. If for any reason, participants should resume smoking or simply want to reinforce nonsmoking behavior, they may attend Smokeless, at no additional charge, as many times as they like. The only requirement is that they bring their original program materials and membership card.

642. SUFFOLK COUNTY DEPARTMENT OF HEALTH SERVICES, 225 Rabro Drive, Hauppauge, New York 11788.

Program Title:
Life Skills Training.

Contact:
Ed Hyshiver (516)348-2843.

Description:
This comprehensive smoking and drug prevention curriculum consists of approximately 12 to 15 weekly lessons, which emphasize development of positive self-image, resistance to peer pressure, development of social skills, relaxation, and stress reduction, and an understanding of the immediate effects of smoking. The topics of alcohol and marijuana are also emphasized. The program is designed to be presented at the junior high school level. Materials used include biofeedback equipment, slides, and workbooks. Pre- and posttests are administered to experimental and control groups to measure smoking behavior. Comments are solicited from teachers and students. A single-lesson version of Life Skills Training also is available, in which a representative from the Health Department demonstrates the immediate physiological effects of smoking, using the biofeedback equipment.

643. THE DOOR–A CENTER FOR ALTERNATIVES, 618 Avenue of the Americas, New York, New York 10011.

Program Title:
Growing Healthy.
For additional information about the School Health Curriculum project see Part 1.

Contact:
Debbie Phelps, Project Director (212)691-6161.

Description:
A comprehensive health curriculum that emphasizes a variety of teaching methods and resources, an interdisciplinary design, hands-on learning, and community involvement, Growing Healthy has demonstrated success in improving health-related knowledge and attitudes. Currently, training and the fourth, fifth, and sixth grade programs are available, with additional grades to be forthcoming in the near future.

644. THE LEONARD HOSPITAL, 74 New Turnpike Road, Troy, New York 12182.

Program Title:
Smokeless.

Contact:
Gail Hanlon, Director of Staff Development (518)235-0310 ext. 289.

Description:
The Smokeless system is a highly structured 5-day program in which the participant learns the skills necessary to achieve permanent abstinence from smoking. The system is based on the philosophy that quitting is easier when one knows how to do it. The smoking habit is viewed from psychological, social, physiological, and behavioral perspectives. The participant is taught techniques and procedures that have proved to be effective in both preventing and eliminating cigarette urge sensations. This systematic technology will allow the participant to quit smoking while the problems of weight gain and irritability are minimized.

645. THE NEW YORK ACADEMY OF MEDICINE, 2 East 103 Street, New York, New York 10029.

Program Title:
Growing Healthy.

Contacts:
Leslie Goldman, Executive Director, and Freya Kauffman, Project Director (212)876-8200.

Description:
Growing Healthy in New York City began as a smoking prevention program; although the program has since broadened its range of health topics, smoking prevention remains a central theme. Smoking and its health implications are addressed on every grade level in the Growing Healthy curriculum. However, there is a special emphasis on the topic in the fifth grade curriculum. The theme for grade five is "Our Lungs and Our Health." A goal of the Growing Healthy program is to help students make informed decisions about smoking and learn about its impact on their health.

646. TOMPKINS COMMUNITY HOSPITAL, 1285 Trumansburg Road, Ithaca, New York 14850.

Program Title:
Smoke Stoppers.

Contact:
Alma S. Coats (607)274-4421.

Description:
Smoke Stoppers teaches smokers new attitudes about their habit. The program is based on education, behavior change, and psychological support. A seven-session course teaches smokers how to shape their reactions to daily experiences so they can choose not to smoke.

647. TOWN OF HEMPSTEAD, DEPARTMENT OF DRUG AND ALCOHOL ADDICTION, 200 North Franklin Street, Hempstead, New York 11550.

Program Title:
Smoking Awareness Day.

Contact:
George J. Browne, Commissioner (516)292-9090 or (516)292-9091.

Description:
Each year on the anniversary of the release of the first Surgeon General's Report on Smoking and Health, a Smoking Awareness Day is recognized in Nassau and Suffolk Counties. Objectives are to discourage youth from starting to smoke, to encourage the cessation of smoking, and to promote the awareness of the harmful effects of secondhand smoke on nonsmokers. School districts are surveyed after Smoking Awareness Day to assess the extent of their participation, and to determine their level of interest in different types of programming for the future. This organization also is active throughout the year with programs on the hazards of smoking, and sponsors several smoking withdrawal clinics annually.

NORTH CAROLINA

648. AMERICAN LUNG ASSOCIATION OF NORTH CAROLINA, RESEARCH TRIANGLE REGION, 800 Saint Mary's Street, P.O. Box 10394, Raleigh, North Carolina 27605.

Program Title:
Traveling Smoking Unit.

Contact:
Sally Garrett, Program Director (919)834-8235.

Description:
The American Lung Association of North Carolina, Research Triangle Region, has developed a traveling smoking unit geared to middle and secondary schools and scheduled on a rotating basis. Teachers may sign up for the unit for approximately 1 week and are responsible for personally supervising the use of materials, which include the following: 60-minute videotape (two 30-minute segments) dealing with smoking education facts and actual footage of a class question and answer situation; three real lung specimens (normal, lung cancer, emphysema) and a tape describing them; Smoking–A Research Update, slide/tape presentation dealing with health facts and moral, legal, ethical, and economic issues; three films (Feminine Mistake, Smoking, It's Your Choice, and I'm Joe's Lungs); lesson plan suggestions; fact sheet and poster on marijuana; posters on substances in cigarettes, and a copy of a self-help teenage test on smoking. The association is responsible for the pickup and delivery of the unit and accepts the financial responsibility for the upkeep of materials.

649. AMERICAN LUNG ASSOCIATION OF NORTH CAROLINA, RESEARCH TRIANGLE REGION, P.O. Box 27985, Raleigh, North Carolina 27611.

Program Title:
Clinic Leader's Training in ALA's Freedom from Smoking–Stop-Smoking Clinic.

Contact:
Patricia Stanley (919)832-8326.

Description:
Training in conducting the American Lung Association's Freedom From Smoking Clinic is offered upon request to interested individuals or health professionals, and involves familiarizing the potential leader with the Freedom From Smoking Manual, review of films, group dynamics skills, and followup techniques. To date, approximately 150 occupational health nurses, health educators, and Lung Association staff have been trained in the program.

650. AMERICAN LUNG ASSOCIATION OF NORTH CAROLINA, RESEARCH TRIANGLE REGION P.O. Box 27985, Raleigh, North Carolina 27611.

Program Title:
Freedom From Smoking Clinic Cessation Program.

Contact:
Patricia Stanley (919)832-8326.

Description:
Among the Association's varied smoking education programs is the smoking cessation program sponsored statewide by the American Lung Association of North Carolina. The Freedom From Smoking Clinic program is a six- or seven-session clinic that includes behavior modification and changing to a healthy lifestyle. Freedom from Smoking manuals are available in all regional offices of the association (cost $5).

651. AMERICAN LUNG ASSOCIATION OF NORTH CAROLINA, RESEARCH TRIANGLE REGION, P.O. Box 27985, Raleigh, North Carolina 27611.

Program Title:
Freedom From Smoking Self-Help.

Contact:
Patricia Stanley (919)832-8326.

Description:
The Freedom From Smoking Self-Help program is a self-help smoking cessation program. The Freedom From Smoking self-help manual (cost $5) is available in all regional offices of the association in North Carolina.

652. FLETCHER HOSPITAL AND MEDICAL CENTER, Howard Gap Road, Fletcher, North Carolina 28732.

Program Title:
2-5-4 Smoke No More Program.

Contact:
Donald R. Self (704)684-8501.

Description:
The Smoke No More Program is a 6-week program adapted from the Five Day Plan. Other healthful lifestyle programs and personal lifestyle counseling are also available.

653. HEALTH HORIZONS, INC., WELLNESS PROGRAM, SOUTHEASTERN GENERAL HOSPITAL, P.O. Box 1408, Lumberton, North Carolina 28358.

Program Title:
Smokeless.

Contact:
Ken Bray (919)738-6441 ext. 7778.

Description:
This program is designed to address all of the concerns about smoking and to effectively promote smoking cessation. It includes an introductory meeting, followed by eight 1 1/2 hour sessions to teach the participant techniques to stop smoking.

654. ROBESON COUNTY HEALTH DEPARTMENT, Route 4, Box 388, Lumberton, North Carolina 28358.

Program Title:
Quitting Together Stop Smoking Program.

Contact:
Gaylen Hayes, Health Education (919)738-7231.

Description:
Through the Robeson County Health Department, a group quit-smoking program is available to all county residents and to employees participating in the Worksite Health Promotion, Risk Reduction Program for Industries. The 6-week quit-smoking program is designed to prepare smokers to quit and to help each smoker learn the skills necessary to permanently abstain from smoking. The program comprehensively addresses the physical, psychological, and social aspects of smoking behavior. Nicorette gum (use is optional) is a helpful tool for those smokers needing to give attention to the physical demands of smoking cessation behavior before attending to the psychological and social aspects. The content of the program addresses lifestyle changes, controlling urges to smoke, coping with tough times and stress, relaxation techniques, weight and crisis management, and prevention of relapse.

655. SCOTLAND MEMORIAL HOSPITAL, 500 Lauchwood Drive, Laurinburg, North Carolina 28352.

Program Title:
The Smokeless System.

Contact:
Sharyl Fleming, Education Department (919)276-2121.

Description:
The Smokeless system is a highly structured 5-day program that teaches the skills necessary to achieve permanent abstinence from smoking. The system uses stress management, attitudinal transformation, food management, positive rewards and reinforcement, education, motivational tools, and patented negative smoking techniques.

NORTH DAKOTA

656. AMERICAN LUNG ASSOCIATION OF NORTH DAKOTA, 212 North Second Street, P.O. Box 5004, Bismarck, North Dakota 58502.

Program Title:
Biofeedback Smoking Education Project (BIOSEP).

Contact:
Marcie Andre (701)223-5613.

Description:
BIOSEP for high school students demonstrates the immediate harmful effects of smoking one cigarette. Students work in small groups and, guided by the scientific method, test various physiological functions. Students record their physiological responses, which are then compared with those of smokers after one cigarette. The averaged results of a class consistently reflect changes: increased pulse rate, CO level, and hand tremor and decreased skin temperature. There is no charge for BIOSEP.

657. AMERICAN LUNG ASSOCIATION OF NORTH DAKOTA, 212 North Second Street, P.O. Box 5004, Bismarck, North Dakota 58502.

Program Title:
Counseling Leadership Against Smoking Pressures (CLASP).

Contact:
Marcie Andre (701)223-5613.

Description:
CLASP kits represent modified versions of the original program created by the Stanford Heart Disease Program. It is designed to teach junior high students to identify and deal with pressures from peers and advertising. Another intent is to make students aware of not only the long-term but also the short-term effects of smoking. Students are involved in experiments, role playing, and discussions, all led by high school team leaders. CLASP kits contain all necessary materials. Also provided are guidelines for team leader training and how to conduct each session and analyze the results. There is no charge for this program.

OHIO

658. AKRON GENERAL MEDICAL CENTER, LOVE-LIFE WELLNESS CORPORATION, 400 Wabash Avenue, Akron, Ohio 44307.

Program Title:
Smokeless.

Contact:
Katherine Reilly, Health Educator (216)384-6000.

Description:
Lovelife Wellness Corporation conducts a smoking cessation program called Smokeless. Instructor training in the behavior modification approach and materials are purchased from the American Institute of Preventive Medicine. Emphasis on stress management, positive thinking, weight control, followup, and a variety of behavior modification techniques is directed at each individual's problem. The program is offered monthly in community locations and on site in businesses or organizations. Nonpaying clients are less motivated to continue their nonsmoking behavior; therefore, corporations are discouraged from paying the full charge for their employees.

659. AMERICAN HEART ASSOCIATION, NORTHEAST OHIO AFFILIATE, INC., 1689 East 115th Street, Cleveland, Ohio 44106.

Program Title:
Stop Smoking Program.

Contact:
Betsey Miklethun (216)791-7500.

Description:
In a 1 1/2 hour session conducted by a clinical hypnotist, participants aged 18 or over learn deep relaxation with a controlled direction to stop smoking. Brochures, pamphlets, and posters are distributed, and instruction in self-hypnosis is provided. The program is part of the Northeast Ohio Affiliate of the American Heart Association's overall campaign to reduce premature death and disability due to cardiovascular disease. The program serves Cuyahoga and adjoining counties. Sessions are biweekly, with additional sessions held periodically. Extensive preliminary research was conducted by a task force to review hypnosis literature and to determine the medical validity of hypnosis as an aid in smoking cessation. The task force, which saw no negative or harmful effects using this procedure, gained additional reassurance of the program's positive aspects by observing the technique in use with groups. Extensive promotion through print and broadcast media announces the program to hospitals, libraries, clubs, organizations, and schools, in an effort to reach the greatest number of smokers. A working group, composed of people with expertise in the fields of cardiology, psychology, pulmonary disease, epidemiology, marketing, and smoking control programs, monitors the project.

660. AMERICAN LUNG ASSOCIATION OF NORTHERN OHIO, 4614 Prospect Avenue, Cleveland, Ohio 44103.

Program Title:
Smoking Cessation Program, On Site Classes.

Contact:
Barbara Valgora, Program Associate, Smoking or Health (216)361-8000.

Description:
Certified Freedom From Smoking instructors will conduct an orientation session and seven classes over a 7-week period at an organzation site. The instructor, through skillful use of group dynamics and proven behavior modification techniques, will help participants learn the skills to become nonsmokers and to remain abstinent. The audiovisual presentations and cessation materials are provided by ALANO. The cost for the series of classes is $35 per person; ALANO suggests that the participants themselves pay this fee. Studies have shown that this kind of involvement helps reinforce the motivation to stop smoking. The cost to the sponsor may involve some sort of reward to those who complete the program and abstain from smoking. Ideas that have been used by business and industry include a rebate of the $35 fee, gift certificates to local health clubs, recognition in the company newsletter, and end-of-the-year "nonsmoker" cash bonuses. It is important that there be an on-going long-term program to measure success rates and to show support for the nonsmoker.

661. AMERICAN LUNG ASSOCIATION OF NORTHERN OHIO, 4614 Prospect Avenue, Cleveland, Ohio 44103.

Program Title:
Smoking Cessation Program–Instructor Training.

Contact:
Barbara Valgora, Program Associate, Smoking or Health (216)361-8000.

Description:
ALANO, through the American Lung Association National Corps of Clinic Leader Trainers, will train individuals from within an organization to conduct Freedom From Smoking classes. In this way the sponsor initiates a plan whereby certified leaders from within the organization help smokers gain smoke-free lifestyles and the entire system can be handled internally. The Leader Certification program consists of 2 days of in-depth instruction in behavior modification techniques and FFS program content. The training cost is $100 for each person attending the workshop, which should be borne by the sponsoring organization.

662. AMERICAN LUNG ASSOCIATION OF NORTHERN OHIO, 4614 Prospect Avenue, Cleveland, Ohio 44103.

Program Title:
Smoking Cessation Program–Self-Help Kits.

Contact:
Barbara Valgora, Program Associate, Smoking or Health (216)361-8000.

Description:
Recent surveys indicate that 9 out of 10 smokers want to stop smoking. For those who are especially self-motivated to stop smoking, ALANO has available two proven self-help manuals, "Freedom From Smoking in 20 Days" and "A Lifetime of Freedom From Smoking." Self-help kits are available from ALANO for a $7 contribution per set.

663. AMERICAN LUNG ASSOCIATION OF OHIO, SOUTH EAST BRANCH, 527 B. Richland Avenue, P.O. Box 219, Athens, Ohio 45701

Program Title:
Biomonitoring Smoking Education Program.

Contact:
Jane Denbow (614)592-1080.

Description:
The program is designed for students in grades 7 through 12, and is based primarily on experiments that demonstrate the immediate harmful health effects of smoking. The students uses sophisticated electronic equipment to determine, through scientific procedures, the immediate effects of carbon monoxide on certain body functions.

664. AMERICAN LUNG ASSOCIATION OF OHIO, SOUTH EAST BRANCH, 527 B. Richland Avenue, P.O. Box 219, Athens, Ohio 45701

Program Title:
Freedom From Smoking Group Clinics.

Contact:
Jane Denbow (614)592-1080.

Description:
Freedom From Smoking Group Clinics offers members a step-by-step reduction plan to quit smoking. During the seven sessions held over a 5-week period, different techniques are introduced, based on psychological principles and methods, that help the individual gain control over his or her behavior. The last four sessions offer maintenance of a new nonsmoking lifestyle.

665. AMERICAN LUNG ASSOCIATION OF STARK-WAYNE, 1300 Christmas Seal Drive, Canton, Ohio 44709.

Program Title:
STOMPS (Students Teaching Others About The Multiple Problems of Smoking).

Contact:
Mike Rogers, Program Supervisor (216)456-8275.

Description:
Staff of the American Lung Association teaches high school students about respiratory health and the hazards of smoking. Upon completion of the 20-hour course, the participants are commissioned as student instructors. Their task is to make presentations to children in the lower grades about peer pressure and the negative aspects of cigarette smoking. The goal of the program is to influence these children to resist the pressure to smoke through the knowledge and advice of the high school students, a group these youngsters often idolize.

666. AMERICAN LUNG ASSOCIATION OF STARK-WAYNE, 1300 Christmas Seal Drive, Canton, Ohio 44709.

Program Title:
Biofeedback Smoking Education Program.

Contact:
Mike Rogers, Program Supervisor (216)456-8275.

Description:
This program provides high school students with a firsthand account of the health hazards of a single cigarette. Through the use of highly sensitive equipment, including a hand tremor tester, a carbon monoxide analyzer, a pulse rate monitor, and a skin temperature machine, the students can witness the changes in their bodies after just one cigarette is smoked. Students who have already begun to smoke take the tests. The goal of the program is to get the smoking students to recognize that cigarette smoking results in detrimental health effects, therefore encouraging them to quit. The program also strives to persuade the onlooking, nonsmoking students to remain nonsmokers.

667. AMERICAN LUNG ASSOCIATION OF STARK-WAYNE, 1300 Christmas Seal Drive, Canton, Ohio 44709.

Program Title:
Freedom From Smoking.

Contact:
Mike Rogers, Program Supervisor (216)456-8275.

Description:
This seven-session program walks smokers through the steps to a smoke-free lifestyle and provides support, guidance, and information. Smokers begin the program by recognizing the reasons why they smoke, then discover coping techniques, work on their self-image, find ways to reward themselves for resisting the urges to pick up a cigarette, and eventually develop a plan to stay free of cigarettes. These things are all accomplished with the help of specially trained Freedom From Smoking clinic leaders and two self-help manuals, "A Lifetime of Freedom From Smoking" and "Freedom From Smoking in 20 days."

668. AMERICAN LUNG ASSOCIATION OF STARK-WAYNE, 1300 Christmas Seal Drive, Canton, Ohio 44709.

Program Title:
Hypnosis Stop Smoking Clinics.

Contact:
Mike Rogers, Program Supervisor (216)456-8275.

Description:
The hypnosis sessions are conducted by a clinical hypnotist who persuades smokers to become nonsmokers in their own minds. The participants remain fully awake, but achieve a heightened state of awareness through concentration and muscle relaxation. During this awareness state the smokers gain the strength to take control of their habit and transform their thoughts toward a nonsmoking lifestyle. Self-hypnosis is also taught so that the nonsmokers can reinforce their new lifestyles at home.

669. AMERICAN LUNG ASSOCIATION, SOUTH EAST BRANCH, 527 B Richland Avenue, P.O. Box 219, Athens, Ohio 45701.

Program Title:
Freedom From Smoking Self-Help Manuals.

Contact:
Jane Denbow (614)592-1080.

Description:
These manuals take a smoker through a logical, step-by-step approach to quitting. Once the smoker has quit, the program offers a maintenance component to help the smoker stay abstinent.

670. CENTRAL OHIO LUNG ASSOCIATION, SOUTH CENTRAL BRANCH, 425 Chestnut Street, Chillicothe, Ohio 45601. ROSS COUNTY AMBULATORY CLINIC.

Program Title:
No Smoking Chain.

Contact:
Nancy Pesich, Director of Program Services (614)276-4321.

Description:
The nonsmoking majority of high school students star in this educational pulmonary health program taught as part of the health, home economics, English, or government curriculum. Sophomores enrolled in these no-smoking classes are used to conduct workshops with elementary students in the fifth and sixth grades. In these workshops, the younger students are acquainted with the hazards and costs of smoking. Pulmonary and heart health exercises also are taught. The younger students construct a "smoking machine" to demonstrate the effects of smoking, leading to a discussion on promoting nonsmoking behavior.

671. CINCINNATI GROUP HEALTH ASSOCIATES, INC., 2915 Clifton Avenue, Cincinnati, Ohio 45220.

Program Title:
Stop Smoking Program.
For additional information about the American Cancer Society Helping Smokers Quit program see Part 1.

Contact:
Mary McGing (513)872-2081.

Description:
This group smoking cessation program uses the philosophy of the American Cancer Society quit clinics. The program is offered as a public service and is available free to the public. In addition to this group program, brochures dealing with the hazards of cigarette smoking are offered in reception areas.

672. CLEVELAND CLINIC FOUNDATION, 9500 Euclid Avenue, Cleveland, Ohio 44106.

Program Title:
Patient Education.

Contact:
Leslie Mazzola, Patient Education Coordinator (216)444-2656.

Description:
Participants are referred to this one-session program by their physicians. The health educator who conducts the session attempts to tailor the program to the individual patient. While the patient views a synchronized filmstrip and cassette program and works with the accompanying review sheet, the health educator reviews the patient's clinical history. From this history, the individualized aspects of the program emerge. For example, if the patient has high blood pressure, an explanation is given of how smoking affects hypertension. After viewing the audiovisual material, the patient meets with the health educator to discuss the material, hear how smoking affects him or her personally, and have questions answered.

673. CLINTON MEMORIAL HOSPITAL, 610 West Main Street, Wilmington, Ohio 45177.

Program Title:
Smokeless.

Contact:
Cynthia Crosthmaite, Health Sense Coordinator (513)382-6611 ext. 304 or 289.

Description:
Smokeless is a positive approach to breaking the smoking habit. The system uses stress management, positive rewards and reinforcement, attitude transformation, food management, motivational tools, and patented negative smoking techniques in an intense educational program aimed at stopping smoking in 5 days.

674. COMMUNITY HEALTH EDUCATION, KETTERING MEDICAL CENTER, 3535 Southern Blvd., Kettering, Ohio 45429.

Program Title:
Stop Smoking Clinic.

Contact:
Mike Cafferky, Director (513)296-7245.

Description:
Stop Smoking Clinics is a series of in-depth group support sessions to learn stop-smoking skills. The introductory session is free; the program fee is $50. Clinics may be arranged on site at businesses. Speakers are also available for school programs and classes.

675. COMMUNITY HEALTH EDUCATION, KETTERING MEDICAL CENTER, 3535 Southern Blvd., Kettering, Ohio 45429.

Program Title:
Tips for Quitting

Contact:
Mike Cafferky, Director (513)296-7245.

Description:
This is a one-time help session for smokers who wish to quit on their own. The program fee is $15.

676. GRANT MEDICAL CENTER, 111 South Grant Avenue, Columbus, Ohio 43215.

Program Title:
Smokeless System.

Contact:
Jill Davis Sabine (614)461-3485.

Description:
Smokeless is a positive approach to breaking the smoking habit. The system uses stress management, positive rewards and reinforcement, attitudinal transformation, food management, education, motivational tools, and patented negative smoking techniques in an intensive program intended to stop participant's smoking in 5 days. Smokeless is a national program conducted for the public exclusively through health care institutions.

677. HEALTH MAINTENANCE PLAN, 2555 South Dixie, Kettering, South Daytona, Ohio 45409.

Program Title:
Freedom From Smoking.

Contact:
Joanne C. Zahora, Health Education Specialist (513)296-4000.

Description:
A health professional from the health plan conducts a smoking cessation workshop based on a national program developed by the American Lung Association. Topics such as stress management, exercise, relaxation, and coping strategies are discussed in this holistic approach.

678. KAISER-PERMANENTE MEDICAL CARE PROGRAM, 2475 Martin Luther King, Jr., Drive, Cleveland, Ohio 44120.

Program Title:
Smoker's Release.

Contacts:
Judy Nagy, Patient/Health Education (216)362-2000; Sue Shellhaas, Patient/Health Education (216)795-8000.

Description:
This group cessation program improves the smoker's health by utilizing a total living concept that involves the whole person. The program helps smokers deal with nicotine addiction, weight control, and the feelings of stress and tension that can accompany smoking cessation. Participants attend nine 2-hour meetings—five meetings the first week and two meetings in each of the following weeks. Films, lectures, group discussions, question-and-answer sessions, and a buddy system all are part of the program. During the first meeting smokers are asked to exchange their regular cigarette packs for "Release" packs containing a series of daily instruction cards outlining a controlled diet, an exercise program, and breathing techniques. Smokers carry the "Release" pack with them instead of their regular pack of cigarettes. This organization also makes available to members a variety of educational pamphlets and a Tel-Med service, which includes eight different tapes on smoking that can be heard by dialing the appropriate telephone number.

679. OHIO DEPARTMENT OF HEALTH, P.O. Box 118, Columbus, Ohio 43216.

Program Title:
Ohio Education Program on Smoking and Health.

Contact:
Ellen M. Capwell (614)466-2144.

Description:
The Ohio Education Program on Smoking and Health serves as a resource center for lay and professional information on tobacco. Literature is available upon request. A quarterly newsletter, Smoking vs. Health, has a circulation of approximately 250. It includes a summary of new information on tobacco; description of resources; updates on smoking-related activities of national, State, and local agencies and organizations; and updates on legislation. Approximately 10 films on smoking are available for free loan to Ohio residents. Some publications have been developed to determine needs. Staff consult and make presentations to State and local professionals in health and education. They conduct conferences, distribute announcements, and survey schools and health departments; they coordinated a statewide smoking poster contest for seventh graders as an awareness activity. The program is funding and monitoring six local smoking projects aimed at preventing youth from beginning smoking. The program emphasizes coordination and cooperation of official agencies, voluntary organizations, professional associations, and educational institutions in addressing the smoking issue. Staff participate in interagency groups and coalitions for this purpose.

680. OHIO EDUCATION PROGRAM ON SMOKING AND HEALTH, OHIO DEPARTMENT OF HEALTH, DIVISION OF CHRONIC DISEASES, P.O. Box 118, Columbus, Ohio 43216.

Program Title:
Ohio Smoking Intervention Project.

Contacts:
Ellen M. Capwell or Stephanie K. Honigford (614)466-2144.

Description:
The Ohio Education Program on Smoking and Health has developed the Ohio Smoking Intervention Project geared toward youth. Selected sites are awarded a contract for 1 year to develop and implement smoking intervention programs initiated locally that will have a long-term impact on the youth to adopt nonsmoking behavior. The objective of the program is to reduce the percentage of youth who become habitual smokers by increasing educational and supportive activities intended to prevent smoking. Programs have been conducted from preschool through the senior high level.

681. PICKAWAY COUNTY HEALTH DEPARTMENT, GENERAL HEALTH DISTRICT, 610 North Pickaway Street, Circleville, Ohio 43113.

Program Title:
Freedom From Smoking.

Contact:
Shirley Tarbill, Health Educator (614)474-8862.

Description:
Using the American Lung Association manual, six 1 and 1/2-hour adult classes over a 5-week period are offered twice a year to the public.

682. SOUTHWEST OHIO LUNG ASSOCIATION, 2330 Victory Parkway, Cincinnati, Ohio 45206.

Program Title:
Stop Smoking Programs.

Contact:
Donald Vogal, Health Educator (513)751-3650.

Description:
Approximately 12 smoking cessation clinics are conducted each year in cooperation with the local American Cancer Society unit. The local American Cancer Society and American Heart Association units also cooperate in the sponsorship of the Seventh-Day Adventist Five Day Plan to stop smoking. Objectives are to aid smokers who wish to quit by giving them the support they need and supplying them with the information they require to make the process easier. The American Cancer Society unit evaluates all of the programs.

683. SOUTHWEST OHIO LUNG ASSOCIATION, 2330 Victory Parkway, Cincinnati, Ohio 45206.

Program Title:
Freedom From Smoking in 20 Days.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Donald Vogal, Health Educator (513)751-3650.

Description:
The two self-help manuals developed by the American Lung Association are distributed for a fee.

684. SOUTHWEST OHIO LUNG ASSOCIATION, 2330 Victory Parkway, Cincinnati, Ohio 45206.

Program Title:
Smoking Education.

Contact:
Donald Vogal, Health Educator (513)751-3650.

Description:
This program provides materials and lists of available services on smoking and health to area schools. All of the material is designed to prevent smoking among students by educating them that smoking has adverse health effects and is difficult to quit. Also available is a peer counseling packet, encouraging schools to begin a peer counseling program. Several area schools are using the material to work with junior and senior high school students as teachers for children in the sixth grade.

685. SOUTHWEST OHIO LUNG ASSOCIATION, 2330 Victory Parkway, Cincinnati, Ohio 45206.

Program Title:
Stop Smoking Packet.

Contact:
Donald Vogal, Health Educator (513)751-3650.

Description:
A packet of self-help smoking cessation materials is offered free of charge to interested individuals. The packet contains instructions for a cigarette-rating method that allows the smoker to record each cigarette smoked with the time of day, the situation, mood, and a numerical rating of perceived need, to be recorded on a piece of paper kept wrapped around a cigarette pack. The packet also includes a tip sheet with 40 different methods smokers have used to help them kick the habit, and a test designed to show why a person smokes.

686. STARK-WAYNE LUNG ASSOCIATION, 1300 Christmas Seal Drive, Northwest, Canton, Ohio 44709.

Program Title:
The Heron Learns a Lesson.

Contact:
Janet Smith (216)456-8275.

Description:
This 4-day unit on health and smoking is distributed to kindergarten and first grade teachers in Stark and Wayne Counties. Four days of classroom work are outlined in a lesson plan, along with suggested activities to accompany formal instruction. Objectives are to help young schoolchildren understand the importance of good health habits and to teach the hazards of smoking. Students are taught to name good and bad health habits, to draw a self-portrait that shows participation in a good health habit, to name problems caused by smoking, and to tell why smoking is a bad health habit. A film, book, pamphlets, and brochures accompany the lesson plan.

687. THE CENTER FOR HEALTH PROMOTION AT RIVERSIDE HOSPITAL, 1600 North Superior Street, Toledo, Ohio 43604.

Program Title:
Smokeless.

Contact:
Ann Murray (419)729-6035.

Description:
Smokeless, developed by the American Institute of Preventive Medicine, is a highly effective multiple treatment program that teaches the necessary skills to achieve permanent smoking abstinence. It consists of three distinct phases: (1) the Preparatory Phase, during which participants prepare themselves psychologically and physiologically for the quitting process; (2) the Skill Development Phase, in which participants learn a systematic technology that enables them to quit smoking comfortably; and (3) the Maintenance Phase, designed to prevent recidivism and to maintain permanent nonsmoking behavior. The smoking habit is viewed from psychological and behavioral perspectives. The system encompasses a variety of principles, including stimulus control, attitudinal transformation, thought control, stress

management, maximization of environmental support, cognitive restructuring, relapse prevention, positive and negative reinforcement, eating management, nutrition awareness, and the development of incompatible behaviors. Presented in a novel manner that ensures participant compliance, this technique accomplishes two major goals: the prevention and elimination of urges to smoke while minimizing withdrawal discomfort.

OKLAHOMA

688. AMERICAN LUNG ASSOCIATION OF GREEN COUNTY, OKLAHOMA, 5553 South Peoria, Tulsa, Oklahoma 74105.

Program Title:
Smoking Control Through Hypnosis.

Contact:
Pam Long, Program Director (918)747-3441.

Description:
The goal of this nonmedical group hypnosis program is to create a state of increased sensitivity to positive suggestion that helps minimize difficult withdrawal from cigarettes. A local hypnotist conducts the one-session program monthly in Tulsa and semiannually in area towns. Pamphlets and instruction in self-hypnosis are also made available.

689. AMERICAN LUNG ASSOCIATION OF GREEN COUNTY, OKLAHOMA, 5553 South Peoria, Tulsa, Oklahoma 74105. ST. FRANCIS HOSPITAL COMMUNITY HEALTH EDUCATION CENTER.

Program Title:
Freedom From Smoking in Twenty Days.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Pam Long, Program Director (918)747-3441.

Description:
The behavior modification program is presented in the form of two self-help manuals; the first manual is designed to help a person stop smoking, and the second manual helps a person stay off cigarettes. The program leads the participant step-by-step through the process of habit analysis and control and eventually to a smoke-free lifestyle.

690. AMERICAN LUNG ASSOCIATION OF GREEN COUNTY, OKLAHOMA, 5553 South Peoria, Tulsa, Oklahoma 74105.

Program Title:
Freedom From Smoking Clinic.

Contact:
Pam Long, Program Director (918)747-3441.

Description:
The program is designed for those who want to quit gradually but need the support of a group. The program uses the behavior modification technique and supports it with additional materials. The eight-session clinic assists the smoker in habit analysis and control.

691. AMERICAN LUNG ASSOCIATION OF OKLAHOMA, INC., P.O. Box 53303, Oklahoma City, Oklahoma 73152.

Program Title:
Cold Turkey Day.

Contact:
Bill Pfeiffer, Field Services Director (405)524-8471.

Description:
Cold Turkey Day is a statewide event in which smokers are encouraged to lay down their cigarettes for at least that one day. The belief is that one day's success will provide incentive for another until habit mastery is accomplished.

692. AMERICAN LUNG ASSOCIATION OF OKLAHOMA, INC., P.O. Box 53303, Oklahoma City, Oklahoma 73152.

Program Title:
Twenty Days to Freedom: A Stop Smoking Program.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Bill Peiffer, Field Services Director (405)524-8471.

Description:
"Freedom From Smoking" and the followup manual "A Lifetime of Freedom" are designed as self-help kits that can be used in groups or individually. The availability of the manuals is publicized statewide, and requests are filled from the office in Oklahoma City.

693. AMERICAN LUNG ASSOCIATION OF OKLAHOMA, INC., P.O. Box 53303, Oklahoma City, Oklahoma 73152.

Program Title:
Smoking Control Through Hypnosis.

Contact:
Bill Pfeiffer, Field Services Director (405)524-8471.

Description:
This nonmedical group hypnosis program is designed to aid in withdrawal from cigarettes. Participants are instructed in the techniques of self-hypnosis to achieve maximum and long-lasting benefits. The hypnosis session, complete with information and questions, lasts approximately 1 1/2 hours. Sessions are offered monthly in Oklahoma City and in rotation from place to place throughout the State.

694. STILLWATER MEDICAL CENTER, 1323 West Sixth, Stillwater, Oklahoma 74074.

Program Title:
Smokenders.

Contact:
Bobbi Bryson (405)372-1480 ext. 488 or 219.

Description:
This program is designed to discover the causes of smoking before the person stops smoking. During the first 5 weeks of the 8-week program the participants are allowed to continue smoking. It is during this time that the urges, desires, and need to smoke are eradicated so that the participant may stop smoking permanently. There is a free introductory meeting offered before the classes start so people may see for themselves if the program will work for them.

OREGON

695. KAISER PERMANENTE CENTER FOR HEALTH RESEARCH, 4610 Southeast Belmont, Portland, Oregon 97215.

Program Title:
Freedom From Cigarettes.

Contact:
Victor J. Stevens (503)233-5631.

Description:
The Freedom From Cigarettes program is a research project designed to investigate new smoking cessation methods. The focus of the behaviorally oriented treatment program is on learning active coping behaviors to substitute for smoking. The current version of Freedom From Cigarettes includes eight group sessions spread over an 8-week period.

696. OREGON CONFERENCE OF SEVENTH-DAY ADVENTISTS, 13400 Southeast 97th Avenue, Clackamas, Oregon 97015.

Program Title:
5-Day Plan to Stop Smoking.

Contact:
Frank W. Baker, Director, Health Services (503)652-2225.

Description:
The 5-Day Plan to Stop Smoking program is an 8-evening series, two meetings to prepare to stop, five meetings of actual smoking cessation, and one meeting about a week later to give reinforcement to all those who attended the program. The sessions include lectures by a physician and a psychologist, group discussions, films, and handout materials to help motivate and provide reinforcement to those who are trying to stop smoking. The program was first initiated in 1962. A small fee is usually charged to cover the cost of materials.

697. OREGON LUNG ASSOCIATION, 1020 Southwest Taylor, No. 830, Portland, Oregon 97205.

Program Title:
Public Education.

Contact:
Joe Weller (503)224-5145.

Description:
A speaker is made available to schools, senior citizens' centers, and other public organizations who request a presentation on smoking and health. The speaker covers the specific health consequences of smoking, the area resources that are available to assist smokers in quitting, the major reasons that people smoke, the problems associated with secondhand smoke, and a broad overview of the tobacco industry. Each presentation lasts approximately 30 minutes. A presentation is made on the average of once a month.

698. OREGON LUNG ASSOCIATION, 319 South West Washington, Suite 520, Portland, Oregon 97204.

Program Title:
Freedom From Smoking Clinics.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Joseph Weller (503)224-5145.

Description:
The American Lung Association Freedom From Smoking program is offered.

699. OREGON LUNG ASSOCIATION, 319 South West Washington, Suite 520, Portland, Oregon 97204.

Program Title:
Freedom From Smoking in Twenty Days.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Joseph Weller (503)224-5145.

Description:
Smoking cessation manuals are distributed.

700. OREGON LUNG ASSOCIATION, 319 South West Washington, Suite 520, Portland, Oregon 97204.

Program Title:
Legislation on Smoking or Health.

Contact:
Joseph Weller (503)224-5145.

Description:
A variety of State and local regulations will be introduced to reduce smoking, distribute costs of smoking more fairly, and reduce availability of cigarettes to minors.

701. ST. VINCENT HEALTH AND LIFE-STYLE CENTER, 11640 Southwest Parkway, Portland, Oregon 97225.

Program Title:
Stop Smoking Program.

Contact:
Julie French, Health Education Programmer (503)297-4411.

Description:
St. Vincent Hospital and Medical Center Stop Smoking Program is nearly 3 years old. The 8-week program consists of meetings held twice per week for the first 4 weeks, then once per week for 4 weeks (with followup reunions at completion of class). Participants in this behavior modification class aim to quit on the fifth session of class. The first 2 weeks prepare the individuals to quit, thus alleviating fears and establishing a positive attitude.

PENNSYLVANIA

702. AMERICAN CANCER SOCIETY, DAUPHIN COUNTY UNIT, 2257 Herr Street, Harrisburg, Pennsylvania 17109.

Program Title:
Quitter's Guide.

Contact:
George P. Yanoshik, Jr. (717)236-5411.

Description:
This is a 7-day plan to stop smoking cigarettes on one's own. Smokers may call or write the American Cancer Society to request the literature.

703. AMERICAN CANCER SOCIETY, WYOMING VALLEY UNIT, 71 North Franklin Street, Wilkes-Barre, Pennsylvania 18701.

Program Title:
FreshStart.

Contact:
Mary Boutanos (717)825-7763.

Description:
The FreshStart program is a quit-smoking course consisting of four 1-hour group sessions held during a 2-week period, and is offered throughout the year. Former smokers are trained as facilitators for the program. The program is free of charge.

704. AMERICAN HEART ASSOCIATION, PENNSYLVANIA AFFILIATE, 2743 North Front Street, Harrisburg, Pennsylvania 17110.

Program Title:
Public Education.

Contact:
Tammi J. Bortner, Associate Program Director (717)238-0895.

Description:
This State affiliate of the American Heart Association does not conduct any programs devoted exclusively to the hazards of smoking, but all five local chapters both incorporate the issue of smoking as a risk factor and distribute literature pertaining to smoking and its associated risks.

705. AMERICAN HEART ASSOCIATION, PENNSYLVANIA AFFILIATE, P.O. Box 2435, 2743 North Front Street, Harrisburg, Pennsylvania 17105.

Program Title:
School Health Education.

Contact:
Tammi J. Bortner, Associate Program Director (717)238-0895.

Description:
Although not conducted by this State Affiliate, all five AHA chapters in Pennsylvania offer smoking education programs aimed at school-aged children. These programs include Heart Health Education of the Young, A Resource Guide for Teachers, K through 12; Save a Sweet Heart; and Let's Talk About Smoking.

706. AMERICAN LUNG ASSOCIATION OF BUCKS COUNTY, 272 Titus Avenue, Warrington, Pennsylvania 18976.

Program Title:
Freedom From Smoking (Group Clinics).

Contact:
Lynne Manley, Program Director (215)343-6420.

Description:
This group program extends seven sessions over 7 weeks. The use of group support assists in maintaining motivation and commitment to quitting.

707. AMERICAN LUNG ASSOCIATION OF BUCKS COUNTY, 272 Titus Avenue, Warrington, Pennsylvania 18976.

Program Title:
Freedom From Smoking.

Contact:
Lynne Manley, Program Director (215)343-6420.

Description:
Designed as a self-help approach, the ALA's Freedom From Smoking program consists of two manuals that readers can use on their own. One manual helps people quit in 20 days. Daily activities help people come to understand their smoking habit, identify "triggers" of smoking, figure out ways to cope with triggers, and make plans for obtaining help from those around them. The second manual maps out strategies to help the new nonsmoker to continue abstinence. The maintenance manual reviews material covered in the cessation manual and gives further suggestions on how to abstain.

708. AMERICAN LUNG ASSOCIATION OF DELAWARE/CHESTER COUNTIES, P.O. Box 1329, West Chester, Pennsylvania 19380.

Program Title:
Freedom From Smoking in 20 Days.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Robert Gordon (215)692-4233.

Description:
The Freedom From Smoking cessation manual is made available for a fee.

709. AMERICAN LUNG ASSOCIATION OF DELAWARE/CHESTER COUNTIES, P.O. Box 1329, West Chester, Pennsylvania 19380.

Program Title:
"No Smoking" Leaflet for Teenage Girls.

Contact:
Bob Gordon (215)692-4233 or 876-8297.

Description:
The Anti-Smoking Committee of the American Lung Association has developed a "No-Smoking" leaflet for teenage girls in the sixth and seventh grades. The intermediate unit coordinates the distribution of the leaflets to the schools.

710. AMERICAN LUNG ASSOCIATION OF LANCASTER, 630 Janet Avenue, Lancaster, Pennsylvania 17601.

Program Title:
Lifetime of Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Nellie E. Blake, Program Director (717)397-5203.

Description:
This self-help method of smoking cessation uses two manuals. The first is a step-by-step method of cessation. The second is a maintenance manual to help the nonsmoker maintain that status. Evaluations are conducted at 6 months, 1 year, and 2 years.

711. AMERICAN LUNG ASSOCIATION OF LANCASTER, 630 Janet Avenue, Lancaster, Pennsylvania 17601.

Program Title:
Freedom from Smoking in 20 Days.

Contact:
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Description:
The American Lung Association Freedom From Smoking in 20 Days smoking cessation program is used.

712. AMERICAN LUNG ASSOCIATION OF PHILADELPHIA AND MONTGOMERY COUNTY, 1100 East Hector Street, Suite 360, Conshohocken, Pennsylvania 19428.

Program Title:
Freedom From Smoking.

Contact:
Cheryl D. Elder, Director, Smoking/Health Program (215)735-2200.

Description:
Group cessation clinics based on the American Lung Association's Freedom From Smoking manuals and clinic guide are offered through area hospital programs or directly to area companies. Consultation to companies interested in smoking control policies is provided.

713. AMERICAN LUNG ASSOCIATION OF PHILADELPHIA AND MONTGOMERY COUNTY, 1100 East Hector Street, Suite 360, Conshohocken, Pennsylvania 19428.

Program Title:
School Health Education.

Contact:
Cheryl D. Elder, Director, Smoking/Health Program (215)735-2200.

Description:
Various curriculum programs designed to prevent children from beginning to smoke and emphasizing general good health are offered.

714. AMERICAN LUNG ASSOCIATION OF SOUTHWESTERN PENNSYLVANIA, 409 South Main Street, Greensburg, Pennsylvania 15601.

Program Title:
Freedom From Smoking in Twenty Days.

Contact:
Cindy Butler (412)223-0730.

Description:
Smoking cessation clinics lasting seven sessions allow participants to gain a better understanding of their individual smoking patterns and behaviors. It is anticipated that better understanding may lead to a reduction in smoking and eventual quitting. The clinics are comprised of a mix of group discussions, some behavioral modification techniques, and group help sessions. In the course of the clinics films and educational literature provided by the American Lung Association are utilized.

715. AMERICAN LUNG ASSOCIATION OF SOUTHWESTERN PENNSYLVANIA, 409 South Main Street, Greensburg, Pennsylvania 15601.

Program Title:
Freedom From Smoking in 20 Days.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Victoria J. Hersen (412)834-7450.

Description:
This program follows closely the format of the national Freedom From Smoking self-help program. Participation is open to anyone in the counties of Westmoreland, Washington, Fayette, and Greene. Evaluations of the participants' cessation rates are conducted at 1, 3, 6, and 12 months.

716. AMERICAN LUNG ASSOCIATION OF SOUTHWESTERN PENNSYLVANIA, 409 South Main Street, Greensburg, Pennsylvania 15601.

Program Title:
Healthy Lungs–Smoking Prevention for Elementary Schools.

Contact:
Jeannie Simms, Program Director (412)834-7450.

Description:
The children in second and fifth grades are provided with a general awareness of how the lungs work; facts on smoking, snuff, and pot; learning to deal with peer pressure; and building a healthy lifestyle. The materials used are Facts on Smoking, Emphysema, Chronic Bronchitis, and Asthma. Buttons, posters, puzzles, T-shirts, stickers, and coloring books on smoking are distributed.

717. AMERICAN LUNG ASSOCIATION OF SOUTHWESTERN PENNSYLVANIA, 409 South Main Street, Greensburg, Pennsylvania 15601.

Program Title:
Self-Help Quit-Smoking Guides.

Contacts:
Victoria Hersen, Executive Director, Jeannie Simms, Program Director, Westmoreland and Fayette Counties (412)834-7450.

Description:
The manuals Freedom From Smoking in Twenty Days and a Lifetime of Freedom From Smoking are used to suggest day-to-day activities and maintenance techniques to help individuals to quit smoking on their own.

718. AMERICAN LUNG ASSOCIATION OF SOUTHWESTERN PENNSYLVANIA, 409 South Main Street, Greensburg, Pennsylvania 15601.

Program Title:
A Lifetime of Freedom From Smoking.

Contact:
Jeannie Simms, Program Director (412)834-7450.

Description:
These seven-session smoking cessation clinics allow participants to gain a better understanding of their individual smoking patterns and behaviors. It is anticipated that better understanding may lead to a reduction in smoking and eventual quitting. The clinics include a mix of group discussions, some behavioral modification techniques, group help sessions, and the use of films and educational literature provided by the American Lung Association.

719. AMERICAN LUNG ASSOCIATION OF SOUTHERN PENNSYLVANIA, 409 South Main Street, Greensburg, Pennsylvania 15601.

Program Title:
Smoking Cessation During Pregnancy.

Contact:
Jeannie Simms, Program Director (412)834-7450.

Description:
Programs and literatures are available to health care providers and pregnant smokers. The handbook for health care providers presents specific guidelines on how to counsel pregnant women not to smoke, the latest facts on health effects of smoking during pregnancy, a profile of the pregnant woman smoker, facts on behavioral factors in cigarette smoking, and information on Quit Smoking self-help and clinic programs. The kit for pregnant women smokers includes a booklet that provides information on health effects of smoking, questions and answers commonly asked about smoking and pregnancy, and Quit Smoking self-help and clinic programs available; pressure sensitive stickers; and positive reinforcement, a tent card to replace the favorite ashtray.

720. AMERICAN LUNG ASSOCIATION OF THE LEHIGH VALLEY, Valley Federal Building, 2nd Floor, Club Avenue and Union Blvd., Bethlehem, Pennsylvania 18018.

Program Title:
Freedom From Smoking Clinics.

Contact:
Frank C. Godino, Executive Director (215)867-4100.

Description:
Conducted on a semiannual basis in conjunction with several hospitals in the area, this group program is open to everyone and is implemented by variety of Lung Association and hospital staff members. The program runs from 1-1/2 to 2 hours per night. The number of sessions varies from a modified program of four, to six. The cost of the program is kept at $15.

721. AMERICAN LUNG ASSOCIATION OF THE LEHIGH VALLEY, Valley Federal Building, 2nd Floor, Club Avenue and Union Blvd., Bethlehem, Pennsylvania 18018.

Program Title:
Freedom From Smoking Self-Help Program.

Contact:
Frank C. Godino, Executive Director (215)867-4100

Description:
Two books are used to provide a step-by-step method for cigarette smoking cessation as well as maintenance of new lifestyle once the habit is overcome. The books are provided upon request, although a $6 donation is suggested to help defray costs.

722. AMERICAN LUNG ASSOCIATION OF THE LEHIGH VALLEY, Valley Federal Building, 2nd Floor, Club Avenue and Union Blvd., Bethlehem, Pennsylvania 18018.

Program Title:
Individual Guidance Approach.

Contact:
Frank C. Godino, Executive Director (215)867-4100.

Description:
One-on-one counseling sessions are arranged for those for whom the community-based group cessation programs are either inconvenient or ineffective.

723. AMERICAN LUNG ASSOCIATION OF THE LEHIGH VALLEY, Valley Federal Building, 2nd Floor, Club Avenue and Union Blvd., Bethlehem, Pennsylvania 18018.

Program Title:
Industrial Programs.

Contact:
Frank C. Godino, Executive Director (215)867-4100.

Description:
In conjunction with local companies and industries, the association has developed industrial smoking cessation programs designed specifically for them.

724. AMERICAN LUNG ASSOCIATION OF THE LEHIGH VALLEY, Valley Federal Building, 2nd Floor, Club Avenue and Union Blvd., Bethlehem, Pennsylvania 18018.

Program Title:
School-Based Smoking Education Program.

Contact:
Frank C. Godino, Executive Director (215)867-4100.

Description:
The school-based smoking education programs are designed primarily as a preventative measure but at times are used as cessation programs.

725. AMERICAN LUNG ASSOCIATION OF THE LEHIGH VALLEY, Valley Federal Building, 2nd Floor, Club Avenue and Union Blvd., Bethlehem, Pennsylvania 18018.

Program Title:
Special Group Programs.

Contact:
Frank C. Godino, Executive Director (215)867-4100.

Description:
Special group programs utilizing a variety of techniques from education to hypnosis are conducted at random intervals or upon request.

726. AMERICAN LUNG ASSOCIATION, SOUTH CENTRAL PENNSYLVANIA, 488 West Market Street, P.O. Box 1125, York, Pennsylvania 17405.

Program Title:
Freedom From Smoking.

Contact:
David R. Wilson, Executive Director (717)845-3639.

Description:
The smoker is guided step by step through a 20-day program of self-monitoring and behavior modification exercises designed to help him or her quit smoking. An option allows the smoker to quit before the 20 days have passed and then move on to the second phase. Those who continue through the 20-day program are addressed in an intensely individual and personal matter. They are helped to understand precisely why they smoke; what people, places, and things trigger the urge to smoke; what elements determine the personal pattern; and what action can be taken to break the pattern. The smoker gradually cuts down on the number of cigarettes smoked. During the final 4 days, the participant is taught a new system designed to reinforce the new habit of not smoking. The second phase is a vital feature of the program. The Lifetime of Freedom From Smoking maintenance program offers continued help and support until nonsmoking becomes an affirmative way of life. The maintenance manual addresses the temptations that may lure the novice nonsmoker back to cigarettes. It offers the former smoker a series of suggestions for coping with the tensions, the feelings, and the social situations that once prompted smoking, and helps to find the most effective personal alternative to smoking and to build one's own reward system. The program costs $7, which includes both manuals.

727. CHRISTMAS SEAL LEAGUE OF SOUTHWESTERN PENNSYLVANIA, 2851 Bedford Avenue, Pittsburgh, Pennsylvania 15219.

Program Title:
21-Day Personal Smoking Reduction Program.

Contact:
Virginia S. Capshaw, Program Director (412)621-0400.

Description:
By providing a day-to-day approach for modifying behavior, this 21-day program helps a smoker through the most difficult period of withdrawal. The program is based on a series of coordinated materials that are mailed to and received from smokers who wish to either reduce or quit smoking. Because the program is conducted by mail, and because it is individualized to the exact number of cigarettes that a person smokes, any number of participants can be handled simultaneously. The program begins with an extensive media campaign urging smokers to send for the free material. Those making such a request receive a kit that instructs the user how to record his or her smoking habits. When the report is returned, the League examines it and prepares an individualized set of instructions geared to the 21-day program. This material is sent to the smoker, along with a letter of welcome, a Quitters Handbook, and three additional mail-in cards to be returned by the smoker on days 7, 14, and 21. Upon receipt of the Day 21 card, the League prepares to evaluate the participant's success at remaining a nonsmoker. Inquiries are made by mail 1 month, 3 months, 6 months, and 1 year after completion. Over 43,000 individuals have requested the program and another 20,000 have obtained it at hospitals, physicians' offices, businesses, and industries.

728. CITY OF ALLENTOWN, BUREAU OF HEALTH, 435 Hamilton Street, Allentown, Pennsylvania 18101.

Program Title:
Smoking Cessation Program.

Contact:
Faye A. Ellis (215)437-7778.

Description:
This program consists of six weekly sessions utilizing a gradual reduction method of smoking cessation. During the first 4 weeks, participants reduce their cigarette intake and discuss various pitfalls and aids to cessation. The final 2 weeks are aimed at aiding the transition from smoker to nonsmoker by discussing reasons individuals resume smoking and providing supportive suggestions to handle problem situations. The program has been utilized as one of several Wellness in the Workplace programs marketed to local industries. The Health Bureau is also a founding member of the Lehigh Valley Smoking and Health Task Force composed of various health and wellness groups, which educates the public about the hazards of smoking through pamphlets, programs, and parades.

729. COMMONWEALTH OF PENNSYLVANIA, DEPARTMENT OF HEALTH, 2 East Sunbury Street, Shamokin, Pennsylvania 17872.

Program Title:
Wellness Program.

Contact:
Barbara G. Chiaretti, Area Nurse Coordinator for Northumberland County (717)648-3053.

Description:
The Wellness program deals with patient education on smoking and health. Health teaching is provided in child health conferences and on home visits concerning smoking around children and risks to the adult as well. Pamphlets are used as part of the program.

730. COMMONWEALTH OF PENNSYLVANIA, DEPARTMENT OF HEALTH, North Central District, 734 West Fourth Street, Williamsport, Pennsylvania 17701.

Program Title:
Smoking Education.

Contact:
Marjorie K. Mays, Public Health Educator (717)327-3421.

Description:
The hazards of smoking, including secondhand smoke, are discussed throughout the 12-county area by the public health educator, hypertension nursing coordinator, and the community health nurse located in the State health centers. As part of Health Risk Reduction programming, smoking education is one of the priority topics for worksite employees, the community school health curriculum, and parents of children attending clinics and the State health centers. Smoking education information is provided to the mass media. Printed materials and smoking cessation programs are available to the health department from the American Cancer Society, America Lung Association, and American Heart Association. The Keep It Clean smoking deterrence program is being introduced and implemented into the student curriculum at the sixth grade level as part of a 3-year Health Risk Reduction project.

731. DAUPHIN COUNTY DRUG AND ALCOHOL SERVICES, 25 South Front Street, 8th Floor, Harrisburg, Pennsylvania 17101.

Program Title:
Dauphin County Health Education–Risk Reduction Program.

Contact:
David W. Stockton (717)255-2984.

Description:
Designed to serve as model for schools and communities, the H.E.R.R. Program has been disseminated to each school district in the county and is available for free loan to all community groups. The overall philosophy of the program is to simultaneously address the cognitive, affective, and behavioral aspects of health education. The H.E.R.R. program employs an experimental approach designed to encourage personal choices that will promote healthy lifestyles. Smoking is one of the four target areas focused upon in the H.E.R.R. Program; the other three are self-concept, alcohol, and nutrition. Twelve education units for kindergarten through 12th grade have been developed. Each unit targets a range of grades and contains an abundance of activities from which to choose. There are also a variety of take-home activities to include parents in the process of health education. Technical assistance in the form of inservice training, group workshops, and individual meetings are provided by the agency staff to all schools and community groups throughout the course of implementation.

732. DAUPHIN COUNTY UNIT, 2257 Herr Street, Harrisburg, Pennsylvania 17109.

Program Title:
FreshStart.

Contact:
George P. Yanoshik, Jr. (717)236-5411.

Description:
FreshStart consists of four 1-hour sessions held during a 2-week period. The program emphasizes that stopping is a two-part process, stopping and staying stopped, and helps the participant to understand and deal with smoking as an addiction, as a habit, and as a psychological dependency. It consists of strategies and techniques for conquering smoking in thoughts, feelings, and actions; weight control; and stress management.

733. GERMANTOWN HOSPITAL AND MEDICAL CENTER OF PHILADELPHIA, 1 East Penn Blvd., Germantown, Pennsylvania 19144.

Program Title:
One Way To Stop Smoking.

Contact:
Ross S. Funch (215)828-7298 ext. 353 or 403.

Description:
This program consists of a lecture of approximately 40 minutes on how to stop smoking, followed by the insertion of a Michel Surgical Skin Clip in the tragus of one of the ears. Participants return in 1 week for clip removal and a lecture on how to not start smoking again. The total charge is $20.

734. HAHNEMANN UNIVERSITY, Broad and Vine, Philadelphia, Pennsylvania 19102-1192.

Program Title:
Community Health Program.

Contact:
Cynthia M. Livingston, Director, Community Health Program (215)448-8120.

Description:
This program provides a variety of health promotion services to the public, including smoking cessation. Individual counseling for stopping smoking and reinforcing abstinence is available year round; the American Lung Association's Freedom From Smoking group program is offered two or three times a year; and ex-smoker support groups are run throughout the year.

735. LYCOMING COUNTY HEALTH IMPROVEMENT PROGRAM, Institute of Community Health, Lycoming College, Williamsport, Pennsylvania 17701.

Program Title:
County Health Improvement Program (School Programs).

Contact:
Michael R.J. Felix, Executive Director (717)322-7605.

Description:
School programs are being conducted in the areas of smoking, hypertension, and nutrition. A novel aspect of these programs is the involvement of parents in an effort to improve their health as well as that of their children. For example, children are being taught to take their parents' blood pressure and to encourage hypertensive parents to adhere to their treatment regimens. Similarly, they are learning to apply what they learn about smoking with parents who smoke. The school program is funded by a grant from the National Institutes of Health.

736. LYCOMING COUNTY HEALTH IMPROVEMENT PROGRAM (CHIP), Institute of Community Health, Lycoming College, Williamsport, Pennsylvania 17701.

Program Title:
County Health Improvement Program Industry.

Contact:
Michael R.J. Felix, Executive Director (717)321-4050.

Description:
Industry has participated in CHIP since it entered the field in 1980. In the first 3 years, 12 work sites serving 4,000 employees have joined with CHIP to institute over 60 in-house health promotion programs. Many diverse programs have been carried out and many others are now under way, including those devoted to the control of hypertension, weight control, smoking cessation, and increased physical activity. As many as seven programs are conducted simultaneously within one industry. A series of innovative competitions devoted to weight loss and exercise have successfully tapped an unsuspected source of motivation with surprisingly favorable outcomes. An interindustry council to institutionalize these activities is now being formed in cooperation with the Chamber of Commerce. The industry program is funded by a grant from the W.K. Kellogg Foundation.

737. MUNCY VALLEY HOSPITAL, 215 East Water Street, Muncy, Pennsylvania 17756.

Program Title:
FreshStart.

Contact:
George Kline, Director of Maintenance (717)546-8282.

Description:
The aim of the FreshStart program is to assist smokers who wish to quit. The session facilitator leads the group in discussions of their smoking habits and offers suggestions to assist the members of the group to give up their smoking addiction or habits. Records are kept of each participant's progress. Pamphlets on the FreshStart program sponsored by the American Cancer Society are given to those who wish to quit smoking.

738. PENNSYLVANIA STATE UNIVERSITY, 1 White Building, University Park, Pennsylvania 16802.

Program Title:
Youth Helping Youth: A Behavioral Approach to Self-Control of Smoking.

Contact:
Dr. Richard St. Pierre, Project Director (814)863-0435.

Description:
This program trains selected senior high school students to conduct a smoking cessation clinic within their school setting. Training sessions are held over a 2-week period, and cover the following topics: an overview of the smoking and health issue, self-control of smoking behavior, strategies and methods to increase motivation, and structure and format of clinic sessions. The cessation clinics are also conducted over a 2-week period (two sessions each week), with two optional maintenance sessions in the following 2 weeks.

739. RURAL HEALTH CORPORATION OF NORTHEASTERN PENNSYLVANIA, 116 South Main Street, Wilkes Barre, Pennsylvania 18701.

Program Title:
Purely Yours.

Contact:
Marian Sherman (717)825-8741.

Description:
Purely Yours is a smoking cessation program that can be incorporated into an individual wellness program. Rural Health Corporation staff members offer this 6-week program to patients and the community. A pulmonary function test is required prior to initiation of the program as well as 6 months after its conclusion. Smokers identify person, places, and situations that may reinforce the smoking habit. Participants meet two times weekly for the first 2 weeks while in the process of quitting. The next 4 weeks are devoted to giving the new nonsmokers needed reinforcement. Each session is built around individualized discussion and group participation. Staff members explain the various methods of quitting such as tapering, cold turkey, and postponing. They are encouraged to think positively, to cope with withdrawal symptoms, and to develop methods of relaxation. Presentations and discussions are offered by a nutritionist, psychologist, physician, and pharmacist. Ex-smokers as well are invited to share information and experiences. Audiovisual aids such as film strips, pamphlets, and posters are used to reinforce the objectives of Purely Yours. Participants must take active part in the program and consult their family physician if they have any problems. At the last session everyone celebrates for the quitter.

740. STUDIES ON SMOKING, 104 Valley View Drive, Edinboro, Pennsylvania 16412.

Program Title:
Stop Smoking Clinics.

Contact:
Dr. G.H. Miller (814)734-1470.

Description:
With the objective of converting smokers into nonsmokers, this program utilizes lectures, films, and counseling as persuasive aids. The material comes from Studies on Smoking, the American Lung Association, the American Cancer Society, the American Heart Association, and the Seventh-Day Adventists. Clinics are conducted throughout the year for residents of Erie County. Each clinic has 15 to 20 sessions. At the conclusion of the last session, each participant is checked on an Ecolyzer to determine whether

or not he has quit smoking. At the end of a year, this test is readministered to determine if cessation has been maintained. If a participant has quit, he or she receives a graduation certificate.

741. TROY COMMUNITY HOSPITAL, INC., 100 John Street, Troy, Pennsylvania 16947.

Program Title:
FreshStart Smoking Cessation Program.

Contact:
Debra Keppler (717)297-2121.

Description:
The standard American Cancer Society program is conducted in four sessions. In addition, guest speakers discuss stress management techniques and diet management when smoking stops.

742. UNIVERSITY OF PITTSBURGH, 5K01 Forbes Quadrangle, Pittsburgh, Pennsylvania 15260.

Program Title:
MAPS (Maximizing Adolescent Potentials) Program.

Contact:
Carl J. Fertman, Executive Director (412)624-1430.

Description:
MAPS is a primary prevention program focused on the prevention of smoking, drug, and alcohol problems among youth. Antismoking programs have been developed using concepts of enhancing coping skills and social support networks to assist children and adolescents in dealing with their concerns about smoking. All programs are school based. Teacher training is also available.

743. WELLNESS CENTER, ST. JOSEPH HOSPITAL, 250 College Avenue, Lancaster, Pennsylvania 17604.

Program Title:
Freedom From Smoking.

Contact:
Romaine Sneath, Director, Wellness Activities (717)291-8148.

Description:
The program includes six 2-hour sessions as outlined: (1) On the Road to Freedom introduction to program, Why Do You Smoke test, your plan of action; (2) Wanting to Quit–setting the scene, understanding your habit; (3) Quit Night–reconfirming the decision to quit, help and support, contract and rewards, learning to assert yourself; (4) Winning Strategies–48-hour report, withdrawal symptoms and benefits, relaxation skills; (5) The New You–staying off cigarettes, lifestyle changes, exercise and weight control, introduction of maintenance manual; (6) Let's Celebrate – lifestyle changes, new self-image, evaluation, graduation, and celebration. The instructor is a respiratory therapist trained by American Lung Association.

RHODE ISLAND

744. BLUE CROSS BLUE SHIELD OF RHODE ISLAND, MEDIGROUP, One Weybosset Hill, Providence, Rhode Island 02901. RHODE ISLAND INTERAGENCY COUNCIL ON SMOKING.

Program Title:
Quit Smoking Clinic.

Contact:
Elaine M. Walters, Coordinator, Medigroup Administration, Alternate Delivery Systems (401)272-8500.

Description:
Six-week, six-session quit-smoking clinics are free for subscribers to Medigroup plans. Expert speakers discuss medical aspects of smoking and cessation. In group sessions, participants give their reasons for quitting, examine their habits, make plans for quitting, set cutoff dates, share experiences, and offer encouragement to one another. At closing ceremonies, successful ex-smokers are given "I Quit" buttons.

745. IN CONTROL STOP SMOKING CENTER, 1013 Reservoir Avenue, Cranston, Rhode Island 02910.

Program Title:
Stop Smoking Program, Three Combined Therapies.

Contact:
Gail Weisberg (401)943-6690.

Description:
This program consists of six sessions (one on a Tuesday and then Monday through Friday the following week). Techniques include behavior modification, aversion therapy, and dynamic mind-reconditioning TM. It takes a personalized look at addictive behavior and uses stress management and weight loss techniques to help smoking cessation. Weekly reinforcement classes are held as needed. Groups of six people who want to give up cigarettes but love it, find pleasure with it, are addicted, and have the habit are organized to treat the problem from the conscious and the subconscious. Individuals, companies, and hospitals participate.

746. RHODE ISLAND DEPARTMENT OF HEALTH, OFFICE OF HEALTH PROMOTIONS, 75 Davis Street, Providence, Rhode Island 02908.

Program Title:
Rhode Island Community Smoking and Alcohol Project.

Contact:
Louis A. Marciano (401)277-6957.

Description:
This comprehensive program includes school health education, strengthening of parental roles, counseling and peer support activities, increased public service announcements in the media, an exemplar role for health care providers, communitywide awareness programs, and preservation of the rights of nonsmokers in public places. Students in elementary, middle, and secondary schools throughout the

State are invited to participate in several validated programs, which include the Providence Plan for Improved Health and Nutrition for K–3, the School Health Curriculum or "Berkeley Project" for grades 4–6, the Human Ecology Substance Abuse Education Program for junior high students, and the Teenage Health Teaching Modules for grades 7–12. Additionally, Youth Councils are formed in high schools for peer education programs in both alcohol and smoking education. These cross-age programs utilize the skills of high school students to share valuable smoking and alcohol information with fifth and sixth graders. Each council in a school also provides information and materials for other students and faculty and is instrumental in setting school policies on smoking.

747. RHODE ISLAND GROUP HEALTH ASSOCIATION, 530 North Main Street, Providence, Rhode Island 02904.

Program Title:
Quit Smoking Workshop.

Contact:
Debra M. Salzberg, Health Education Coordinator (401)331-3000.

Description:
Smokers who wish to quit the cigarette habit meet once a week for 6 weeks to learn about the hazards of smoking and to provide each other with group support while quitting. A positive approach emphasizing the benefits of quitting is used. Other topics discussed include an individual's reasons for smoking and for quitting, the anticipated withdrawal symptoms and how to handle them, relaxation and exercise techniques, and how not to gain weight while quitting smoking. In addition to the six sessions, there are optional monthly followup sessions to check on progress and provide support and reinforcement.

SOUTH CAROLINA

748. AMERICAN LUNG ASSOCIATION OF SOUTH CAROLINA, 1817 Gadsden Street, Columbia, South Carolina 29201.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Jane Portney (803)254-2711.

Description:
This local smoking cessation program follows the procedures outlined by the American Lung Association. The two Freedom From Smoking manuals are distributed to as many smokers as possible, and smokers are encouraged to follow the steps outlined. Slide programs also are presented. Evaluations by the University of South Carolina are being conducted 1, 3, 6, and 12 months after completion of the program. The evaluation covers both cessation ratios and demographics.

749. BRUCE HOSPITAL, INC., 121 East Cedar Street, Florence, South Carolina 29501.

Program Title:
Smokeless.

Contact:
Robin D. Hutchinson, Community Relations Director (803)662-8275.

Description:
The Smokeless system is a highly structured 5-day program in which the skills necessary to achieve permanent abstinence from smoking are taught. The smoking habit is viewed from psychological, social, physiological, and behavioral perspectives. Techniques and procedures that are effective in both preventing and eliminating cigarette urge sensations while minimizing the problems of weight gain and irritability are taught.

750. SOUTH CAROLINA DEPARTMENT OF HEALTH AND ENVIRONMENTAL CONTROL, Catawba Public Health District, P.O. Box 817, Lancaster, South Carolina 29720.

Program Title:
Smoking Education.

Contact:
Jennifer Vickery, District Director of Heath Education (803)286-9948.

Description:
Upon admission to the maternity program all prenatal patients are asked questions regarding their health behaviors, including smoking. Those patients identified as smokers have their medical record tagged on the outside cover with a "hot pink" label. Patients are also referred to a prenatal health education class on smoking developed by the American Lung Association. With this label readily visible to all the health care providers who see this patient during her prenatal care, continuous and reinforced education on the damages of smoking and positive reinforcement for those patients who have either quit smoking or who have made the commitment to cut down on their smoking can take place. Plans are currently underway to include the Family Planning, Child Health, and Adult Health programs within the health department in this tagging system.

751. THE FITNESS FORUM HEALTH AND WELLNESS CENTER, AN AFFILIATE OF BRUCE HOSPITAL, 121 East Cedar Street, Florence, South Carolina 29501.

Program Title:
Stop Smoking.

Contact:
Kay Garren (803)664-3475.

Description:
Stop Smoking begins with a free introductory meeting during which the instructor explains the program in detail and answers any questions. The actual skill development stage of the program begins 1 week later, consisting of four consecutive 2-hour sessions for 1 week. Two followup sessions help reinforce the program.

SOUTH DAKOTA

752. BLACK HILLS HEALTH AND EDUCATION CENTER, P.O. Box 1, Hermosa, South Dakota 57744.

Program Title:
Better Living Program.

Contact:
Klaus Irrgang (605)255-4101.

Description:
A residential 12-day lifestyle program with special attention (group and individual) given to persons who want to give up smoking, the program focuses on the whole person, including the physical, mental, social, and spiritual aspects. The benefits experienced far exceed quitting smoking: nutritional habits will be altered, exercise tolerance is increased, an individual exercise prescription is given, and better stress management techniques are learned. Followup is also provided.

753. BLACK HILLS HEALTH AND EDUCATION CENTER, P.O. Box 1, Hermosa, South Dakota 57744.

Program Title:
Residential Stop-Smoking Program.

Contact:
Klaus Irrgang (605)255-4101.

Description:
This residential program for those smokers who want a change in environment for the initial stage of giving up smoking will aim at a lifestyle change toward better health beyond smoking cessation. Supportive group sessions will be the cornerstone of this program. A structured followup is also being planned.

754. CANTON-INWOOD MEMORIAL HOSPITAL ASSOCIATION, 903 North Grant, Canton, South Dakota 57013.

Program Title:
Freedom From Smoking Clinic.

Contact:
Caroline Deinema (605)987-5566.

Description:
This 6-night course uses behavior modification and other techniques to assist participants to stopping smoking. The cost is usually about $25.

755. RAPID CITY REGIONAL HOSPITAL, INC., 353 Fairmont Blvd., Rapid City, South Dakota 57701.

Program Title:
Smokeless.

Contact:
Marty Beaumont, Coordinator (605)341-8903.

Description:
Smokeless program is a 4-week course using mild adversive smoking techniques.

756. RAPID CITY REGIONAL HOSPITAL, INC., 353 Fairmont Blvd., Rapid City, South Dakota 57701.

Program Title:
Stay Well/How to Quit Smoking.

Contact:
Mardi Beaumont, Coordinator (605)341-8903.

Description:
Stay Well/How to Quit Smoking is a 7-week course program using behavior modification techniques.

757. SOUTH DAKOTA LUNG ASSOCIATION, 208 East 13th Street, Sioux Falls, South Dakota 57102.

Program Title:
Freedom From Smoking.

Contact:
Robert Roby, Field Consultant (605)336-7222.

Description:
Freedom from Smoking is a program to help smokers kick the habit. This is based on the manuals Freedom from Smoking in Twenty Days and A Lifetime of Freedom from Smoking. These self-help manuals help smokers to reinforce and maintain their new nonsmoking lifestyles and to change and improve eating habits, reduce stress, and assert feelings, and places heavy emphasis on the maintenance of nonsmoking. The clinic cost $25 and is offered through local hospitals.

758. SOUTH DAKOTA LUNG ASSOCIATION, 208 East 13th Street, Sioux Falls, South Dakota 57102.

Program Title:
Marijuana: A Second Look.

Contact:
Robert Roby (605)336-7222.

Description:
This program helps students learn to say no to marijuana, tobacco, alcohol, and other drugs. The program accomplishes the following: (1) helps teachers, parents and youth leaders learn skills to help children say no to marijuana; (2) develops a commitment to say no to marijuana; (3) teaches skills to say no to marijuana when confronted by their peers to try it; (4) presents disturbing new information on the drug's effects on the lungs. The Lung Association conducts

two different presentations: a 1-hour teacher-training program for teachers of grades four, five, and six, and a program for training parents at regular PTA meetings.

759. SOUTH DAKOTA LUNG ASSOCIATION, 208 East 13th Street, Sioux Falls, South Dakota 57102.

Program Title:
Smokescreen.

Contact:
Robert Roby (605)336-7222.

Description:
The South Dakota Lung Association has available computerized smoking education programs (for grades 7 through 12) developed by the American Lung Association of Minnesota and the Minnesota Educational Computing Consortium. Smokescreen is comprehensive. There are six programs on one disk and graphics are used. Students can compute the exect cost of smoking, discover each brand's carbon monoxide content, and learn about marijuana. Smokescreen can be used in the classroom, smoking cessation clinics, and patient education classes and at health fairs. Equipment required is an Apple computer (11.11 + or 11e), disk drive, and color or black/white monitor.

TENNESSEE

760. AMERICAN LUNG ASSOCIATION OF TENNESSEE, P.O. Box 399, 1717 West End Avenue, Nashville, Tennessee 37202.

Program Title:
Dial-A-Puff.

Contact:
William F. Busse (615)329-1151.

Description:
This organization provides factual information on the habit of smoking and motivates smokers to quit using six recorded messages available by telephone 24 hours a day.

761. AMERICAN LUNG ASSOCIATION OF TENNESSEE, INC., P.O. Box 399, 1717 West End Avenue, Nashville, Tennessee 37202.

Program Title:
Smoking Cessation Program.

Contact:
William F. Busse (615)329-1151.

Description:
A clinic is conducted in which the participants learn techniques on how to quit smoking and how to remain a nonsmoker. Volunteer ex-smokers, who serve as clinic leaders, help to create a better understanding and awareness of each person's smoking habits, and assist that person in kicking the habit. Films and slide presentations about smoking and health are used.

762. AMERICAN LUNG ASSOCIATION OF TENNESSEE, INC., P.O. Box 399, 1717 West End Avenue, Nashville, Tennessee 37202.

Program Title:
Freedom From Smoking in 20 Days.

Contact:
William F. Busse, Executive Director (615)329-1151.

Description:
Freedom From Smoking in 20 Days is a self-help program designed to assist the participant to stop smoking in the prescribed period. The guide lists a step-by-step approach to the method that, if followed, should lead to the participant's quitting. Accompanying the manual is a second manual called "A Lifetime of Freedom From Smoking," which provides a comprehensive way to stay off the cigarette habit.

763. AMERICAN LUNG ASSOCIATION OF TENNESSEE, INC., MIDEAST REGION, 109 Northshore Drive, Suite 301, Knoxville, Tennessee 37919.

Program Title:
Freedom From Smoking.

Contact:
Joyce Parnell (615)588-0674.

Description:
This clinic program is based on the underlying premise that smoking is a learned habit. Quitting is a process during which individuals must consciously unlearn this automatic behavior of smoking and substitute in its place healthy, new alternatives. The 7-week clinic offers individuals a step-by-step reduction plan to quitting smoking. It does not focus on scare tactics or offer a lot of statistical information. Except for the first session, which draws attention to health as a leading motivation to quit, the clinic focuses on how to quit smoking.

764. CHATTANOOGA-HAMILTON COUNTY HEALTH DEPARTMENT, 921 East Third Street, Chattanooga, Tennessee 37403.

Program Title:
Freedom From Smoking.

Contact:
Joe Chilton, Health Educator (615)757-2065.

Description:
This program is based on the underlying premise that smoking is a learned habit. Quitting is a process during which individuals must consciously unlearn this automatic behavior of smoking and substitute in its place healthy and new alternatives. The program offers individuals a step-by-step reduction plan to quitting smoking. It is composed of six sessions: (1) On the Road to Freedom–setting the scene; (2) Wanting to Quit–why do you smoke, triggers, and coping skills; (3) Quit Night–everyone quits by this session; (4) Winning Strategies–lifestyle changes, relaxation; (5) The New You–social situations, dealing with strong urges; and (6) Let's Celebrate–new self-image, staying off.

765. DIAGNOSTIC HOSPITAL, 2412 McCallie Avenue, Chattanooga, Tennessee 37404.

Program Title:
Stop Smoking Program.

Contact:
Becky Chaney (615)698-0221.

Description:
This small group program meets for six 2-hour sessions, conducted over a 3-week period. Behavior modification and relaxation techniques are taught. Objectives are to help participants understand the harmful effects of cigarette smoking, understand their own smoking habits, and understand why they smoke. Materials used include an internally created slide presentation, American Cancer Society films and handouts, and questionnaires and informative handouts developed by the hospital's Patient Education Department.

766. FIRST TENNESSEE REGIONAL HEALTH OFFICE, TENNESSEE DEPARTMENT OF HEALTH AND ENVIRONMENT, 1233 Southwest Avenue Extension, Johnson, Tennessee 37601.

Program Title:
Health Education Risk Reduction Adolescent Smoking Prevention Unit.

Contact:
Terry Henson (615)543-2521.

Description:
The main focus of this program is to diminish the problem of adolescent tobacco usage through preventative educational strategies and techniques. A model teaching unit is provided for every fifth grade class (51 classes) in the four school systems of Elizabethton City and Carter, Unicoi, and Johnson Counties by two public health educators. This unit reaches approximately 1,500 students. The unit is a week in length and lasts 1 hour each day. The completed unit includes student workshops–"Using Tobacco, Is It For Me?", a variety of audiovisual aids such as books, pamphlets, slides, bulletin boards, posters, films, filmstrips, anatomical models, and laboratory smokers; role playing, games, and demonstration; lectures, group discussion, and question and answer sessions. Pretests and posttests are also conducted with the students to determine how much knowledge is comprehended during the week. A health risk assessment survey is also administered to a percentage of the students before and after the educational intervention to solicit information regarding the adolescent's behavior related to smoking and tobacco usage. Materials come from American Lung Association and American Cancer Society.

767. HAYWOOD COUNTY HEALTH DEPARTMENT, SEVENTH-DAY ADVENTISTS, AND JACKSON MADISON COUNTY COUNSELING CENTER, 110 North Wilson Street, Brownsville, Tennessee 38012.

Program Title:
Five-Day Smoking Clinic. For additional information about the Seventh-Day Adventist Five Day Plan see Part 1.

Contact:
Nancy Pearson, Health Educator (901)772-0463.

Description:
The Haywood County Health Department has held Five-Day Smoking Clinics in cooperation with the Seventh-Day Adventists and the Jackson-Madison County Counseling Center, especially for high school students.

768. HOLSTON VALLEY COMMUNITY HOSPITAL, P.O. Box 238, West Ravine Street, Kingsport, Tennessee 37662.

Program Title:
The Effects of Smoking on the Respiratory System.

Contact:
Diana Hawkins, Patient Education Coordinator, Department of Education (615)246-3322 ext. 7762.

Description:
Upon the request of his or her physician, an inpatient views a synchronized slide-tape presentation on the hazards of smoking, the reasons why people choose to smoke, and the ways in which a person can kick the habit. The smoker is encouraged to kick the nicotine habit in order to become a healthier person. Along with the slide-tape presentation, the program contains a pre- and posttest, a list of objectives, a fact sheet, and a glossary. While this module was designed for use as a patient education program, it may also be used with community groups interested in a short-term stop-smoking program.

769. HOLSTON VALLEY HOSPITAL AND MEDICAL CENTER, P.O. Box 238, West Ravine Street, Kingsport, Tennessee 37662.

Program Title:
Stop Smoking Program.

Contact:
Marty Runyan, Health Educator, Department of Education (615)246-3322 ext. 7208.

Description:
Six structured educational sessions conducted by a group leader expedite the cessation process by providing understanding of the hazards of smoking and of the reasons why a particular individual chooses to smoke. Once these factors are understood, a methodology of quitting is taught, and a spirit of group support emerges. At the completion of the program, participants are able to list three diseases that have a direct relationship to cigarette smoking, evaluate personal baseline pulmonary functions, and identify resources that provide ongoing support for those who have stopped smoking. The program utilizes various pamphlets and materials supplied by the American Cancer Society, the American Heart Association, and the American Lung Association. In addition, two antismoking films are shown. A followup evaluation is made to determine the percentage of participants who have stopped smoking or have reduced the number of cigarettes that they smoke.

770. MID-CUMBERLAND REGIONAL OFFICE, TENNESSEE DEPARTMENT OF HEALTH AND ENVIRONMENT, Ben Allen Road, Nashville, Tennessee 37216.

Program Title:
Smoking Cessation.

Contacts:
Glynis Hughes or Carol Sylvis (615)262-6100.

Description:
This 6-day program is available in 12 county health departments for clients wishing to participate in smoking cessation, especially prenatal clients. Classes are also offered to any school, industry, or community group upon request. The classes deal with all aspects of smoking cessation, including lifestyles changes, smoking facts, addiction, withdrawal, stress, relaxation, nutrition, exercise, and health risk appraisals. Teaching is provided by a team of professionals consisting of a nurse, nutritionist, and health educator. Audiovisuals and handouts supplement the program.

771. REGIONAL HOSPITAL OF JACKSON, 49 Old Hickory Blvd. East, Jackson, Tennessee 38305.

Program Title:
Regional Hospital's Smokeless Program.

Contact:
Deborah Mills (901)668-2239.

Description:
The Smokeless system utilizes a systematic series of copyrighted procedures that effectively neutralize the desire for tobacco. It is a total lifestyle approach to smoking cessation that consists of behavior modification, stress management, coping skills, and weight control. It addresses cigarette smoking from psychological, physiological, sociological, and behavioral perspectives.

772. SCOTT MEMORIAL HOSPITAL, P.O. Box 747, Lawrenceburg, Tennessee 38464.

Program Title:
Stop Smoking Clinic.

Contact:
Ray Barger, Director of Health Education (615)762-7501.

Description:
This program consists of five daily sessions followed by two followup sessions at 1 week and 3 weeks after the basic clinic. Each session features a motivational film, lecture, group discussion, and participation in small support groups. The lectures emphasize values clarification, assertiveness training, nutrition, exercise, and stress management, and also provide specific information on how to overcome the physical and psychological dependence on tobacco.

TEXAS

773. AMERICAN CANCER SOCIETY TEXAS DIVISION, INC., DALLAS CENTRAL UNIT, P.O. Box 47031, Dallas, Texas 75247.

Program Title:
FreshStart.

Contact:
Jim Morgan, Director of Public Education for the Texas Division (214)631-3850.

Description:
This is a relatively new program (about 2 years old) and is shorter than the former smoking cessation program. FreshStart utilizes four 1-hour sessions. In addition it provides hour-long programs that deal with smoking and the benefits of quitting.

774. AMERICAN CANCER SOCIETY, TEXAS DIVISION, INC., DALLAS CENTRAL UNIT, 8900 Carpenter Freeway, P.O. Box 47031, Dallas, Texas 75247.

Program Title:
Helping Smokers Quit.

Contact:
Nancy Grider-Eanes, Area V Public Education Director, ACS (214)631-3850.

Description:
The American Cancer Society provides hour-long programs that deal with smoking and the benefits of quitting. The ACS film "Why Quit Quiz" and literature such as the "Seven Day Quitters Guide" are used.

775. AMERICAN CANCER SOCIETY, TEXAS DIVISION, INC., District 3 Office, 5135 69th Street, Lubbock, Texas 79424.

Program Title:
FreshStart (Quit Smoking Program of the American Cancer Society).

Contact:
Susan Powell, Program Coordinator (806)794-5808.

Description:
The program is designed to help participants stop smoking by providing them with all of the essential information and strategies needed to direct their efforts at stopping. The FreshStart consists of four 1-hour group sessions held during a 2-week period. The program's focus is on an active, pragmatic approach to quitting smoking. Participants are encouraged to apply what they learn in the FreshStart Program to other aspects of their lives. The FreshStart program emphasizes that stopping smoking is a two-part process: stopping and staying stopped. Each FreshStart program is conducted by trained qualified facilitators.

776. AMERICAN LUNG ASSOCIATION OF TEXAS, 7701 North Lamar Blvd., Suite 104, Austin, Texas 78752-1088.

Program Title:
Freedom From Smoking.
For additional information about the American Lung Association Freedom From Smoking program see Part 1.

Contact:
Wendell Teltow (1-800)252-LUNG.

Description:
Freedom from Smoking consists of three programs, each helping different type individuals to establish a nonsmoking lifestyle. The first uses two manuals, Freedom From Smok-

ing in Twenty Days and A Lifetime of Freedom From Smoking, to assist individuals who want to quit smoking alone. The second program uses these manuals and includes a support group for individuals who feel companionship would help. Freedom From Smoking Clinics, the third program, provide people with a structured group-oriented approach to quitting while also discussing weight control, diet, stress, relaxation techniques, assertive behavior, and substance abuse.

777. AMERICAN LUNG ASSOCIATION OF TEXAS, 7701 North Lamar Blvd., Suite 104, Austin, Texas 78752.

Program Title:
Death In The West.

Contact:
Wendell Teltow (1-800)252-LUNG.

Description:
Death In The West is a documentary distributed in connection with the California Non-Smokers Rights Foundation. The documentary and 5-day curriculum plan destroy the healthy image of the Marlboro Man.

778. AMERICAN LUNG ASSOCIATION OF TEXAS, 7701 North Lamar Blvd., Suite 104, Austin, Texas 78752.

Program Title:
Marijuana, A Second Look.

Contact:
Wendell Teltow (1-800)252-LUNG.

Description:
This smoking prevention program teaches preadolescents to recognize the negative effects of marijuana use, to identify factors such as peer pressure that contribute to marijuana abuse, to investigate the range of effects on personal health and safety from the use of marijuana, and to determine responsible choices that affect personal health. The cast of the TV show Fame serve as role models. Classroom kits are provided free of charge to participating schools. An optional parent-night program outlines the need for marijuana education and methods for working with the schools and community to combat marijuana use among students. Materials outlining the hazards of cigarette smoking are also distributed.

779. AMERICAN LUNG ASSOCIATION OF TEXAS, 7701 North Lamar Blvd., Suite 104, Austin, Texas 78752.

Program Title:
Smoking and Pregnancy.

Contact:
Wendell Teltow (1-800)252-LUNG.

Description:
This kit designed to help health care providers counsel mothers-to-be on the dangers of smoking cigarettes includes (1) handbook for health care providers; (2) packet for mothers-to-be; (3) tent cards and posters; (4) flip chart illustrating the reaction of the body to nicotine; (5) fact sheets on cigarette smoking and secondhand smoke; and (6) a magazine reprint of "It Might Have Been a Beautiful Baby."

780. AMERICAN LUNG ASSOCIATION OF TEXAS, 7701 North Lamar Blvd., Suite 104, Austin, Texas 78752.

Program Title:
Smoking Deserves a Smart Answer.

Contact:
Wendell Teltow (1-800)252-LUNG.

Description:
Smoking Deserves a Smart Answer is a 5-day smoking prevention curriculum for junior high or middle school students. The teacher's guide is complimented by posters, activity sheets, stickers, and a film.

781. AMERICAN LUNG ASSOCIATION, SAN JACINTO AREA, 777 Post Oak Blvd., Suite 222, Houston, Texas 77056.

Program Title:
Smoking Education Project.

Contact:
Lori Guerin (713)963-9935.

Description:
This three-pronged program is aimed at high school students. Students use biofeedback equipment, advertising ideas, and survey techniques to gather information about smoking and share their findings with each other in group presentations. Biofeedback equipment (a cardiotachometer, carbon monoxide analyzer, and a tremor tester) is used to demonstrate the physiological effects of smoking. Advertisements used by the tobacco companies are analyzed for believability and gimmicks used to promote their products. A self-test distributed by the National Cancer Institute is used to collect information from smokers on why they smoke.

782. AMERICAN LUNG ASSOCIATION, SAN JACINTO AREA, 777 Post Oak Blvd., Suite 222, Houston, Texas 77056.

Program Title:
Pregnant Teenagers Education Program.

Contact:
Lori Guerin, Executive Director (713)963-9935.

Description:
A group of pregnant students volunteer to review existing information on smoking, including written and audiovisual materials from various agencies, and select the most appropriate for presentation to a school assembly in skits, songs, posters, or any other type of program. Objectives are to reduce the relatively high risk of adolescent pregnancy for the smoking mother and the neonate, to integrate a smoking program into ongoing services for pregnant youth in a school setting, and to make use of peer teaching methods. Examples of programs that have been presented by students include a puppet show on the hazards of smoking to the pregnant mother and her unborn baby, a skit involving a physician warning a pregnant smoker of the effects to her unborn child, a rewrite of a popular soft drink commercial, and a mock trial.

783. AMERICAN LUNG ASSOCIATION, SAN JACINTO AREA, 777 Post Oak Blvd., Suite 222, Houston, Texas 77056.

Program Title:
Freedom from Smoking.

Contact:
Rachel Rodriquez, Program Administrator (713)963-9935.

Description:
This step-by-step program to help the individual identify the habit of smoking, as well as healthy alternative behaviors, is offered as self-help or group clinic programs.

784. AMERICAN LUNG ASSOCIATION, SAN JACINTO AREA, 777 Post Oak Blvd., Suite 222, Houston, Texas 77056.

Program Title:
Non-smoker's Rights.

Contact:
Rachel Rodriquez, Program Administrator (713)963-9935.

Description:
Information is provided to anyone interested in knowing their rights as a nonsmoker, and to employers who would like to implement nonsmoking policies at the worksite.

785. AMERICAN LUNG ASSOCIATION, SAN JACINTO AREA, 777 Post Oak Blvd., Suite 222, Houston, Texas 77056.

Program Title:
Smoking and Pregnancy.

Contact:
Rachel Rodriquez, Program Administrator (713)963-9935.

Description:
This material for the health care provider as well as the patient (and family) describes the health effects of smoking during pregnancy and consists of written and audiovisual information.

786. AMERICAN LUNG ASSOCIATION, SAN JACINTO AREA, 777 Post Oak Blvd., Suite 222, Houston, Texas 77056.

Program Title:
Smoking Education Program.

Contact:
Rachel Rodriquez, Program Administrator (713)963-9935.

Description:
This smoking education program for teenagers emphasizes the impact of advertising on decisionmaking.

787. DEPARTMENT OF HEALTH AND HUMAN SERVICES, CITY OF DALLAS, 1936 Amelia Court, Dallas, Texas 75235.

Program Title:
FreshStart.

Contact:
Jay A. Tanerer, Health Educator (214)670-6005.

Description:
All activities in this area are virtually confined to the stop smoking program FreshStart, an American Cancer Society program offered to city employees approximately four times a year and to the general public approximately six times a year, with teaching materials provided by the Cancer Society.

788. FINLEY EWING CARDIOVASCULAR AND FITNESS CENTER, 5721 Phoenix Drive, Dallas, Texas 75231.

Program Title:
Smokeless.

Contact:
Mary Hamm (214)696-8450.

Description:
Developed by the American Institute for Preventive Medicine in Southfield, Michigan, this highly structured, 5-day, multiple treatment program enables the participant to learn the skills necessary to achieve permanent abstinence from smoking. The program includes techniques and procedures that have proved to be effective in both preventing and eliminating cigarette urge sensations. A free introductory meeting precedes each class session.

789. GALVESTON COUNTY HEALTH DISTRICT, P.O. Box 838, Galveston, Texas 77553.

Program Title:
Smoking Education/Resisting Peer Pressure.

Contact:
David F. Zane, Area Health Promotion Director (409)763-8531 ext. 34.

Description:
Smoking education for junior and senior high school students is taught in a 2-week substance abuse program available to area schools. Participants learn the hazards of smoking with emphasizes on strategies to resist peer pressure. Educational films, role plays, poster contests, and lists of community resources are used.

790. GRAYSON COUNTY HEALTH DEPARTMENT, 521 West Houston, Sherman, Texas 75090.

Program Title:
Freedom From Smoking.

Contacts:
Carol Fulenwider or Kathy Kimberling (214)465-2878.

Description:
This session consists of seven meetings over 7 weeks. This clinic focuses on all aspects of smoking cessation: lifestyle changes, diet, nutrition, exercise, stress and relaxation techniques, and addiction and withdrawal. There is a $35 fee for the 7-week clinic, which is co-sponsored by the Grayson County Health Department and the American Lung Association–Dallas area. Educational films, outside speakers, healthy refreshments, and a packet of reading materials are provided by the ALA–DA. The Grayson County Health Department furnishes the facilitators, volunteers, and facility for holding the clinic.

791. HUGULEY MEMORIAL HOSPITAL, 11801 South Freeway, P.O. Box 6337, Fort Worth, Texas 76115.

Program Title:
Five Day Plan To Stop Smoking.
For additional information about the Seventh-Day Adventist Five Day Plan see Part 1.

Contact:
(817)293-9111 ext. 240.

Description:
This program combines group interaction, talks by physicians and other health professionals, personal encouragement, films, and a variety of printed materials to help smokers kick the habit. The program is offered as part of the hospital's "Help Yourself to Life" community health education seminar series.

792. METHODIST HOSPITAL, 6565 Fanin M.S. S400, Houston, Texas 77030.

Program Title:
Stop Smoking.

Contact:
Dr. William Myerson (713)790-6450.

Description:
The program is designed to help participants gradually stop smoking with a minimum of withdrawal symptoms and without weight gain. The goal of the program is complete smoking abstinence for a lifetime. The program uses nonaversive behavior modification techniques. During the withdrawal phase, Nicorette gum (a prescription substitute) is available to help alleviate the discomfort associated with tobacco withdrawal. An Ecolyzer is used to analyze carbon monoxide levels. Following the initial withdrawal phase, the program focuses on long-term success by teaching participants techniques to avoid relapses. Classes are 90 minutes long and meet weekly for 8 weeks. Lifetime followup sessions are available at no charge.

793. SAN ANTONIO METROPOLITAN HEALTH DISTRICT, 332 West Commerce, San Antonio, Texas 78285.

Program Title:
Tobacco Abuse.

Contact:
Don Petersen (512)299-8735.

Description:
This 1-hour program starts with an introduction to the history of tobacco use and its influence on the economy and general health of the Nation. The latest available statistics affecting smokers and persons exposed to atmosphere adulterated by smokers are evaluated. A 16 mm film produced by Encyclopedia Britannica entitled "The Tobacco Problem: What Do You Think?" is shown, and then a question and answer and general discussion period pertaining to the film and related subject matter is conducted.

794. SCOTT AND WHITE PATIENT AND COMMUNITY HEALTH EDUCATION DEPARTMENT, 2401 South 31st Street, Temple, Texas 76508.

Program Title:
Smoke Stoppers.

Contact:
Diane Harvey, Director, Patient and Community Health Education Department (817)774-2330.

Description:
This organization provides a 5-week community smoking cessation program. The program was developed by the National Center for Health Promotion (NCHP) and the instructors are professionally trained by the NCHP. The program is a three-phase approach: Phase I prepares the smoker physically and psychologically to stop, Phase II is smoking cessation, and Phase III is support and maintenance. The program provides a number of management techniques and helps the individual make the transition to a healthier life as a nonsmoker.

795. SCOTT AND WHITE PATIENT AND COMMUNITY HEALTH EDUCATION DEPARTMENT, 2401 South 31st Street, Temple, Texas 76508.

Program Title:
Smoking Cessation.

Contact:
Diane Harvey, Director, Patient and Community Health Education Department (817)774-2330.

Description:
The department provides individualized smoking cessation programs to inpatients, outpatients, and community members for a nominal fee. The patient educator chooses the most appropriate video program after assessing the patient's needs. The individual's specific questions and needs are addressed by the educator during a one-on-one teaching session. Supplemental literature is provided.

796. SCOTT AND WHITE PATIENT AND COMMUNITY HEALTH EDUCATION DEPARTMENT, 2401 South 31st Street, Temple, Texas 76508.

Program Title:
Chronic Obstructive Pulmonary Disease (COPD).

Contact:
Diane Harvey, Director, Patient and Community Health Education Department (817)774-2330.

Description:
This program is offered by physician referral to discuss basic information on COPD as a motivator to stop smoking.

797. SEVENTH-DAY ADVENTIST COMMUNITY SERVICE, P.O. Box 118, Cleburne, Texas 76031. MEMORIAL HOSPITAL.

Program Title:
Five Day Stop Smoking Clinic.
For additional information about the Seventh-Day Adventist Five Day Plan see Part 1.

Contact:
Martha Metheny (817)645-9181 ext. 375.

Description:
This group cessation program meets on consecutive nights for five 2-hour sessions.

798. SOUTHWEST TEXAS METHODIST HOSPITAL, 7700 Floyd Curl Drive, San Antonio, Texas 78229.

Program Title:
Smokeless System.

Contact:
Sandy Colina (512)692-4546.

Description:
This smoking cessation program utilizes printed, audio, and visual media to instruct and reinforce behavior modification techniques necessary for participants to become and to remain nonsmokers. Group support and interaction are important components of this eight-session program.

799. TEXAS DEPARTMENT OF HEALTH, BRACKENRIDGE HOSPITAL, 601 East 15th Street, Austin, Texas 78701.

Program Title:
Choices Program.

Contact:
Carolyn Hinckley Boyle (512)476-6461 ext. 5141.

Description:
This major community effort provides the concept of wellness with emphasis on fitness, nutrition, weight loss, stress management, smoking cessation, alcohol abuse, and prevention of accidents, and also uses outreach and a speakers bureau.

800. TEXAS DEPARTMENT OF HEALTH PUBLIC HEALTH, PROMOTION DIVISION, 1100 West 49th Street, Austin, Texas 78756.

Program Title:
Health Education Risk Reduction.

Contact:
Juli Fellows, Senior Health Educator (512)458-7405.

Description:
This program provides a variety of technical assistance on smoking. This includes prevention and cessation resources and development of nonsmoking policies for organizations. Staff also serve as a resource for the Texas Center Task Force and the 1990 Objective on Smoking for Texas. The program also offers health risk appraisals for clinics (Partners In Health), worksite, and community settings (CDC, HRA, and Way to Wellness). The program also represents the department on the Texas Interagency Council on Smoking and Health.

UTAH

801. TIMPANOGOS COMMUNITY HEALTH CENTER, 75 South 200 East, Provo, Utah 84601.

Program Title:
Utah County K-12 Alcohol and Drug Curriculum.

Contact:
Hermann Pein (801)377-2232.

Description:
A portion of this program is directed toward the prevention of poor health conditions and chronic diseases that result from the use of tobacco. The long-range objective is to help school-age children make responsible decisions about the use of tobacco, which will lead to a reduction in associated medical problems. Methods for intervention include a modified Seattle kindergarten through 12th grade alcohol and drug curriculum, a Utah State kindergarten through 12th grade curriculum, a newly developed parent intervention program, and a proposed senior citizen volunteer program. An average of 40 hours in curriculum activities per year are received by 12,000 students.

802. UTAH DEPARTMENT OF HEALTH, DIVISION OF COMMUNITY HEALTH SERVICES, 825 North 300 West, Salt Lake City, Utah 84103.

Program Title:
Utah Tobacco Education Risk Reduction Program.

Contact:
Gary L. Edwards, Project Coordinator (801)533-6120.

Description:
As part of a statewide mandatory kindergarten through 12th grade alcohol, tobacco, and drug program in cooperation with the Utah Office of Education and the Utah Division of Alcoholism and Drugs, classroom teachers are provided with information and teaching strategies in the following areas: immediate and long-term consequences of tobacco use; the process of rational decisionmaking; and the resistance to peer persuasion. Teachers and health professionals present information to students.

803. HEALTH PROMOTION OFFICE, P.O. Box 70, 1193 North Avenue, Burlington, Vermont 05402.

Program Title:
Heart Healthy Vermonter.

Contact:
Deborah Owen Dameron (802)863-7330.

Description:
The Heart Healthy Vermonter program is designed as a community-focused campaign to reduce the risk of developing heart disease for Vermonters. Smoking, cholesterol, and high blood pressure are the main areas of focus of the program. Smoking programs include community-based campaigns to encourage restaurant owners to offer no-smoking sections to their clients, employers to have worksite smoking policies, and physicians to counsel their patients to quit smoking. Materials and consultation are provided by the Office of Health Promotion of the Vermont Department of Health. The community projects are supplemented by print, television, and radio messages.

804. THE WELLNESS CENTER, NORTH COUNTRY HOSPITAL, Prouty Drive, Newport, Vermont 05855.

Program Title:
FreshStart.

Contact:
Merrilyn Barry (802)334-5566.

Description:
This American Cancer Society plan for smoking cessation includes understanding why and how people smoke, managing the first few days after quitting, and mastering obstacles to prevent relapse.

805. THE WELLNESS CENTER, NORTH COUNTRY HOSPITAL, Prouty Drive, Newport, Vermont 05855.

Program Title:
Heart Healthy Vermonter.

Contact:
Merrilyn Barry (802)334-5566.

Description:
Through this project local restaurants are encouraged to provide nonsmoking sections and worksites are encouraged to develop smoking policies. Talks are given in local elementary schools that encourage children not to start smoking and help them resist the peer pressure.

806. THE WELLNESS CENTER, NORTH COUNTRY HOSPITAL, Prouty Drive, Newport, Vermont 05855.

Program Title:
Stop Smoking–5 Day Plan.

Contact:
Merrilyn Barry (802)334-5566.

Description:
This five-session class given by a Seventh-Day Adventist Health Services instructor teaches participants effective techniques for dealing with tobacco withdrawal. Class members gain insight into their deeply ingrained habit and receive the support needed to alter their daily routine.

807. VERMONT LUNG ASSOCIATION, INC., Winston L. Prouty Center, 30 Farrell Street, South Burlington, Vermont 05401.

Program Title:
Freedom From Smoking.
For additional information about the Freedom From Smoking program see part 1.

Contact:
Janet R. Francis, Program Director (802)863-6817.

Description:
The Freedom From Smoking program is offered at this location on an ongoing basis and is open to the public.

808. VERMONT LUNG ASSOCIATION, INC., Winston L. Prouty Center, 30 Farrell Street, South Burlington, Vermont 05401.

Program Title:
Freedom From Smoking Clinic.

Contact:
Janet R. Francis, Program Director (802)863-6817.

Description:
The clinic program is based on the underlying premise that smoking is a learned habit, that individuals learned to smoke, and therefore need to learn how to not smoke. Quitting is a process during which individuals must consciously unlearn this automatic behavior of smoking and substitute in its place healthy, new alternatives. Each clinic consists of seven sessions that run for 7 weeks. The orientation as well as the first three sessions are held at weekly intervals. Smokers are asked to quit completely by the third session. Then, the fourth session is held 2 days later; and the fifth is held 5 days after that. In effect, two sessions are held within that week. A week later is the sixth session. There is an interval of 2 weeks before the seventh and final session.

809. VERMONT LUNG ASSOCIATIONS, INC., Winston L. Prouty Center, 30 Farrell Street, South Burlington, Vermont 05401.

Program Title:
Mobile Health Education Exhibit.

Contact:
Janet R. Francis, Program Director (802)863-6817.

Description:
The Mobile Health Education Unit is a 32-foot-long motor home that has been converted into a mobile health exhibit. The goal of the unit is to communicate to its visitors the need for good respiratory health with an antismoking emphasis. The exhibits in the van include whole human lung specimens representing individuals who were healthy, who had lung

cancer, and who had emphysema, and x-rays of lungs afflicted with these conditions. Also included are stethoscopes through which normal lungs and sounds typical of pulmonary disease can be heard. A smoking machine demonstrates the accumulation of tar from smoked cigarettes. Air pollution monitors operate and are described by a brief taped message. Visitors may examine their own lung capacity using a simple piston-cylinder device or evaluate their breath with a carbon monoxide analyzer. Several prepared slides are available for examination under microscopes.

VIRGINIA

810. ALEXANDRIA HOSPITAL, 4320 Seminary Road, Alexandria, Virginia 22304.

Program Title:
Stay Quit.

Contact:
Jacqueline Baird, Director, Health Promotion and Wellness Center (703)379-3494.

Description:
This is a behavior modification program that decreases the participant's desire to smoke and teaches positive substitution.

811. AMERICAN LUNG ASSOCIATION OF NORTHERN VIRGINIA (ALANV), 9735 Main Street, Fairfax, Virginia 22031.

Program Title:
Stop Smoking Clinic (SSC).

Contact:
Robert G. Solley (703)591-4131.

Description:
Each session of the Stop Smoking Clinic provides both education and group interaction in an effort to help the participants stop smoking cigarettes. The educational aspects are presented through lectures, films, and demonstrations. Small group sessions offer participants the opportunity to discuss and resolve their cigarette smoking problems, with the expectation that quitting will be easier with group support. Successful graduates of SSC and other ex-smokers offer their experiences and guidance during these small group discussions. Each clinic covers a 2-week period with two 2-hour sessions held each week. Success rates are evaluated at the program's end and again at 1-year follow-up.

812. AMERICAN LUNG ASSOCIATION OF NORTHERN VIRGINIA (ALANV), 9735 Main Street, Fairfax, Virginia 22031.

Program Title:
Alternative to Suspension Smoking Program.

Contact:
Robert G. Solley (703)591-4131.

Description:
Instead of being automatically suspended from school for 3 days, high school students caught smoking in unauthorized areas of the school attend three 1-hour after-school sessions offering information on the health consequences of smoking. The goal of the program is to create among these students a greater awareness of the consequences of smoking that may serve later as a motivating factor to cease smoking. Discussions about their attitudes concerning smoking, development of the smoking habit, and methods to quit smoking also are conducted. Films, self-tests, specimens of human lung tissue, demonstrations, and lectures are included in the program. The program is led by teachers who have been trained by the staff of the American Lung Association of Northern Virginia and is available to all schools in Arlington, Fairfax, Fauquier, King George, Loudoun, Prince William, and Stafford Counties as well as the cities of Alexandria and Fredericksburg. Evaluation is limited to pre- and postknowledge tests.

813. AMERICAN LUNG ASSOCIATION OF NORTHERN VIRGINIA (ALANV), 9735 Main Street, Fairfax, Virginia 22031.

Program Title:
Speaker's Bureau.

Contact:
Robert G. Solley (703)591-4131.

Description:
One of four presentations available on request from ALANV concerns the effects of cigarette smoking on the lungs and how to quit smoking. The program is intended to teach the hazards of smoking. A staff member of ALANV or a volunteer conducts the session. Brochures and films or other audiovisual materials are used.

814. AMERICAN LUNG ASSOCIATION OF NORTHERN VIRGINIA (ALANV), 9735 Main Street, Fairfax, Virginia 22031.

Program Title:
In-School Presentations

Contact:
Robert G. Solley (703)591-4131.

Description:
A wide range of materials and programs is offered by ALANV for use in the schools, in an effort to educate students about the hazards of and alternatives to smoking. Different programs have been created for grades K–3, 4–5, 6–8, 7–12, and 9–12, based on popular antismoking films. Inservice training for teachers and other school professionals is also available. Printed materials and audiovisual materials are available free of charge either for distribution or on a loan basis as appropriate.

815. AMERICAN LUNG ASSOCIATION OF NORTHERN VIRGINIA (ALANV), 9735 Main Street, Fairfax, Virginia 22031.

Program Title:
Smoking at the Workplace Program.

Contact:
Terri G. Miller (703)591-4131.

Description:
ALANV offers a wide range of services to help companies create a healthier, more productive work environment. After specific needs and characteristics of the company are assessed, ALANV provides consultation in smoking policy development, management update presentations, employee awareness programs, and worksite stop-smoking clinics. Literature is available on the health effects of secondhand smoke, the economic impact of smoking at the workplace, management guidelines for smoking policy development, and employee guidelines for establishing smoke-free areas in the workplace.

816. AMERICAN LUNG ASSOCIATION OF VIRGINIA, P.O. Box 7065, Richmond, Virginia 23221.

Program Title:
Preventing the No. 1 Preventable Health Problem—A Teachers Workshop on Smoking and Health.

Contact:
Sarah K. Stacy (804)355-3295.

Description:
This 2- to 5-hour workshop provides teachers with the background knowledge they need to help young people make responsible decisions about smoking. Topics covered include the respiratory and circulatory system and the effects of smoking, including bronchitis, emphysema, cancer, and heart disease. Brochures, posters, and slides are utilized. Teachers are trained to use lesson plans aimed at improving the students' decisionmaking ability, self-image, and knowledge about the consequences of smoking. Fourth and sixth grade students receive 5 lessons, while fifth grade students receive 10 lessons. Most lessons include suggested ways to incorporate activities into other subject areas, such as language arts, reading, science, art, music, math, and social studies. Teachers evaluate the workshop after they have completed it, and a followup is conducted at 6 weeks and at 3 months.

817. CENTER PSYCHIATRISTS, Portsmouth Psychiatric Center, 301 Fort Lane, Portsmouth, Virginia 23704.

Program Title:
Stop Smoking Program.

Contact:
Frank J. Gripka, Clinical Psychologist (804)397-7071.

Description:
This smoking cessation program consists of three weekly 1-hour sessions involving group and self-hypnosis techniques. Objectives are to assist the participants in stopping smoking and to help them obtain a more complete understanding of the way they function, handle problems, and reach decisions affecting their well-being. At the first session, individuals share their reasons for smoking and their reasons for wanting to quit; discuss various preconceptions and misconceptions about their smoking habits; consider the role of emotions in their lives and the need for developing a more rational awareness of the way they are handling their lives; and discuss the use of hypnosis. Participants are then given homework, which is aimed at breaking up smoking habits that are combined with other activities (e.g., coffee drinking). At the second session, participants review homework assignments and previous discussions, and then undergo group hypnosis. The third session involves a discussion of any difficulties experienced in the previous 2 weeks, a second group hypnosis session, and teaching of a self-hypnosis procedure. Further consultation is available should difficulties or lapses arise.

818. COMMONWEALTH OF VIRGINIA, PIEDMONT HEALTH DISTRICT, 110 North Main Street, Farmville, Virginia 23901.

Program Title:
Freedom From Smoking Clinic.

Contact:
Joy Price, Health Educator (804)392-3984.

Description:
Annually, the Piedmont Health District offers, in cooperation with the American Lung Association of Virginia-Central Region, a Freedom From Smoking clinic program. The program lasts for 8 weeks and focuses on the psychological and cultural factors involved in smoking. The program deals with all aspects of smoking cessation, lifestyle changes, values clarification, addiction, withdrawal symptoms, exercises, diet needs, and stress and relaxation methods. Classes include slide presentations, guest speakers, and small group meetings. Smoking cessation materials from several agencies including the National Institutes of Health, American Cancer Association, American Heart Association, and U.S. Department of Health and Human Services are available through the agency for clients. A program will be designed to suit individual needs using printed materials and very small groups meetings to aid the clients with reading or physical limitations.

819. JOHNSTON-WILLIS HOSPITAL, 1401 Johnston-Willis Drive, Richmond, Virginia 23235.

Program Title:
Patient Education.

Contact:
Noli Barnes, Coordinator Education (804)320-2900.

Description:
Individualized patient and family instruction on smoking cessation is provided. Patients directed by their physicians to stop smoking are visited by a staff nurse for assessment and instruction. A film is shown and a pamphlet offering tips on smoking cessation is provided. Instruction is individualized to each patient's needs, and may include the effects of smoking on the patient's health, recognition and modification of habits that stimulate the desire for cigarettes, suggestions for alternative activities, family and social support, and direction to community stop-smoking clinics. A community smoking cessation program, American Lung Association of Virginia's Freedom From Smoking, is held twice a year for outpatients and anyone who has a sincere desire to quit smoking.

820. PENNINSULA WELLNESS AND FITNESS CENTER, A DIVISION OF RIVERSIDE HOSPITAL, 12650 Jefferson Avenue, Newport News, Virginia 23602.

Program Title:
Smoking Cessation Course.

Contact:
Joella M. Allerton, Health Promotion Director (804)877-8223.

Description:
This program consists of six 2-hour group sessions that utilize group support, education, behavior modification, and relaxation techniques to aid participants in the smoking cessation process. This program recognizes that all smokers are not the same, and individualized plans are formulated for each participant.

821. RADFORD COMMUNITY HOSPITAL, P.O. Box 3527, Radford, Virginia 24143.

Program Title:
Smokeless.

Contact:
Brad Harman, Staff Development Coordinator (703)731-2000.

Description:
The Smokeless program used at Radford Community Hospital employees both positive and negative feedback to help the participant stop smoking. The class uses a variety of methods of instruction. They include lecture, group discussion, and practical skills. It is conducted on consecutive nights for 1 and 1/2 hours, with an introductory meeting the week prior to starting, and as many as three maintenance classes. The Smokeless program does have a guarantee. Course directors are trained by the American Institute for Preventive Medicine of Southfield, Michigan.

822. TIDEWATER MEMORIAL HOSPITAL, Tappahannock, Virginia 22560.

Program Title:
Five Day Plan.
For additional information about the Seventh-Day Adventist Five Day Plan see Part 1.

Contact:
Harry J. Sharley, Health Promotion/Public Relations (804)443-3311.

Description:
The Seventh-Day Adventist Five Day Plan To Stop Smoking is offered by this hospital.

WASHINGTON

823. AMERICAN CANCER SOCIETY, EASTERN WASHINGTON AREA OFFICE, 1717 Northwest Blvd., Spokane, Washington 99205.

Program Title:
FreshStart.

Contact:
Terry Perry (509)326-5802.

Description:
This program helps people quit smoking. Two sessions are held for 2 weeks in the evenings only.

824. AMERICAN LUNG ASSOCIATION OF WASHINGTON, 1515 Dexter Avenue North, 3rd Floor, Seattle, Washington 98109.

Program Title:
Smoking Cessation Self-Help Manuals.

Contact:
Nancy Descheemaeker (206)282-5565.

Description:
Freedom from Smoking self-help manuals are made available to smokers motivated to quit on their own. The manuals provide a day-by-day approach to quitting, as well as counterstrategies to maintain a new nonsmoking lifestyle.

825. AMERICAN LUNG ASSOCIATION OF WASHINGTON, 1515 Dexter Avenue North, 3rd Floor, Seattle, Washington 98109.

Program Title:
Freedom From Smoking Clinic.

Contact:
Nancy Descheemaeker (206)282-5565.

Description:
This is a seven-session Freedom From Smoking Clinic, which costs $35. The program stresses behavior modification and learning how to become a nonsmoker again.

826. AMERICAN LUNG ASSOCIATION OF WASHINGTON, 1515 Dexter Avenue North, 3rd Floor, Seattle, Washington 98109.

Program Title:
Smoking in the Workplace.

Contact:
Nancy Descheemaeker (206)282-5565.

Description:
Working actively toward the goal of a smoke-free society in the year 2000, the American Lung Association of Washington works closely with area businesses to establish smoking policies in the workplace setting. ALAW staff provide workplace seminars, present informational talks to businesses, and serve on company policy committees providing consultation services.

827. AMERICAN LUNG ASSOCIATION OF WASHINGTON, 1515 Dexter Avenue North, 3rd Floor, Seattle, Washington 98109.

Program Title:
Freedom from Smoking in Twenty Days Self-Help Program.

Contact:
Margo Harris (1-800)732-9339.

Description:
The Freedom from Smoking self-help manuals are used; the two fully illustrated, four-color manuals and supplementary material help kick the habit through an easy-to-follow, step-by-step approach. The first manual, "Freedom from Smoking in 20 Days," guides the smoker through the quitting process with day-to-day activities. The second manual, "A Lifetime of Freedom from Smoking," is designed to give the help needed to stay off cigarettes once the participant has quit, to learn how to cope with social situations, stress, and weight gain. The pair of manuals costs $5. By special arrangement, the manuals can be presented to groups in an introductory seminar.

828. AMERICAN LUNG ASSOCIATION OF WASHINGTON, 1515 Dexter Avenue North, 3rd Floor, Seattle, Washington 98109.

Program Title:
Quit Kits.

Contact:
Margo Harris (206)282-5565.

Description:
This free information kit includes helpful hints and strategies for success, learning why one smokes and discovering coping skills for tough situations. A guide to smoking cessation methods is available as well as rules for a healthy lung. Buttons are also provided.

829. AMERICAN LUNG ASSOCIATION OF WASHINGTON, 1515 Dexter Avenue North, 3rd Floor, Seattle, Washington 98109.

Program Title:
School Health Education.

Contact:
Margo Harris (206)282-5565.

Description:
This program is provided by the American Lung Association of Washington staff and trained volunteers. School talks are presented from grades kindergarten through 12. "Lungs Are for Life" health teaching modules are used in elementary grades. "Marijuana: A Second Look," a prevention curriculum, is used with grades four through six. The health effects of smoking and cigarette advertising, especially counter advertising, are stressed in junior and senior high school.

830. AMERICAN LUNG ASSOCIATION OF WASHINGTON, 1515 Dexter Avenue North, 3rd Floor, Seattle, Washington 98109.

Program Title:
Smoking and Pregnancy.

Contact:
Margo Harris (206)282-5565.

Description:
To minimize the risk factors leading to premature births and to inform pregnant women about the effects of smoking, educational efforts are targeted at both pregnant women and their health care providers. Special emphasis is placed on low-income patients. Written materials are available, as well as the slide/tape program "Smoking and Your Baby."

831. AMERICAN LUNG ASSOCIATION OF WASHINGTON, Puget Sound/Southwest Region, 2624 South 38th Street, Suite B, Tacoma, Washington 98409.

Program Title:
Self Help Plus.

Contact:
Lynn Neumann, Associate Program Manager (206)282-5565.

Description:
This is a cessation method specifically adapted to the workplace setting. It incorporates two self-help manuals, a 20-day quit-smoking manual and a maintenance manual, with a moderated introduction and followup. The cost of the program is $5.

832. AMERICAN LUNG ASSOCIATION OF WASHINGTON, PUGET SOUND/SOUTHWEST REGION, 2624 South 38th Street, Suite B, Tacoma, Washington 98409.

Program Title:
Freedom From Smoking Self-Help Manuals.

Contacts:
Lynn Neumann, Associate Program Manager, or Sue Asher (206)282-5565 or (206)474-9547.

Description:
This program includes two fully illustrated, four-color manuals and supplementary materials that help smokers achieve and maintain a nonsmoking status. The first manual, "Freedom From Smoking in 20 Days," will guide smokers through the quitting process via a day-by-day systematic approach, condensing much of the information from the Lung Association's formal group cessation clinic. The second manual, "A Lifetime of Freedom From Smoking," is designed to give ex-smokers the help needed to stay off cigarettes permanently. These manuals can be presented in a workplace setting where time constraints prohibit a longer program. Cost for the set of manuals is $5.

833. AMERICAN LUNG ASSOCIATION OF WASHINGTON, PUGET SOUND/SOUTHWEST REGION, 2624 South 38th Street, Suite B, Tacoma, Washington 98409.

Program Title:
In Control, home video Freedom From Smoking Program.

Contact:
Lynn Neumann, Associate Program Manager (206)282-5565.

Description:
The American Lung Association's newest addition in smoking cessation resources, "In Control," a home video Freedom From Smoking Program, is available to home viewers in both a VHS and a BETA format. This 2-hour videotape is

divided into 13 segments, each running about 9 minutes. The video incorporates information from the Lung Association's formal clinic program into a humorous, encouraging, true-to-life format. It stresses the decisionmaking process and the actors serve as role models for the viewers. A program manual is also included.

834. AMERICAN LUNG ASSOCIATION OF WASHINGTON, PUGET SOUND/SOUTHWEST REGION, 2624 South 38th Street, Suite B, Tacoma, Washington 98409.

Program Title:
Smoking and Pregnancy, Education Program.

Contact:
Lynn Neumann, Associate Program Manager (206)282-5565.

Description:
The Smoking and Pregnancy program is a two-part educational package aimed at motivating pregnant women to quit smoking during pregnancy, while offering concrete assistance for kicking the habit and remaining off cigarettes after they have quit. The program includes teaching materials for health care providers and educational packets for pregnant women. It is designed to be offered through health care providers, although the kit for pregnant women can be used outside of a prenatal class setting. This program is offered on a cost recovery basis.

835. AMERICAN LUNG ASSOCIATION OF WASHINGTON, PUGET SOUND/SOUTHWEST REGION, 2624 South 38th Street, Suite B, Tacoma, Washington 98409.

Program Title:
Smoking Deserves A Smart Answer Curriculum and Videotape.

Contact:
Lynn Neumann, Associate Program Manager (206)282-5565.

Description:
Smoking Deserves A Smart Answer is a five-session smoking prevention curriculum designed for use by educators and community leaders working with 10- to 12-year-old adolescents. The program addresses health effects, the social and behavioral motives for smoking, the skills for identifying and resisting peer pressure, cigarette advertising, and the decisionmaking process. The program is designed to be used in a variety of settings and is accompanied by a videotape that teaches the student refusal skills. The cost for one classroom kit is $9. The videotape is available on a free loan basis.

836. AMERICAN LUNG ASSOCIATION OF WASHINGTON, KING COUNTY/NORTHWEST REGION, 1515 Dexter Avenue North, 3rd Floor, Seattle, Washington 98109.

Program Title:
Non-Smoker's Rights.

Contact:
Margo Harris (2066)282-5565.

Description:
Through coordination of volunteer and educational efforts, the American Lung Association of Washington helps establish restrictions on smoking in enclosed areas. Lung Association objectives are to further educate the public about Board of Health regulations and local ordinances to promote the Washington Thoracic Society/American Lung Association of Washington recommended policy for hospitals, and to promote posting and observance of no-smoking areas.

837. CENTER FOR HEALTH PROMOTION, GROUP HEALTH COOPERATIVE OF PUGET SOUND, 1625 Terry Avenue, Seattle, Washington 98101.

Program Title:
Curb Your Smoking Urges.

Contact:
Susan Murie-Burris (206)326-7112.

Description:
This stop-smoking program consists of 1-hour sessions for 5 consecutive days or 1 1/2-hour sessions for 4 days. An introductory session is provided as well as a followup maintenance program. This class is provided at the workplace and at the center. "Free and Clear" self-help stop-smoking materials and protocols are available.

838. DEPARTMENT OF SOCIAL AND HEALTH SERVICES, HEALTH EDUCATION UNIT, MS LB-12C, Olympia, Washington 98504.

Program Title:
Kilo Junior High Smoking Cessation Model.

Contact:
James M. Glick, Jr. (206)753-5909.

Description:
Through films, records, and pamphlets, junior high students learn when and why they smoke, how much tar and nicotine is in their cigarettes, relaxation techniques, and methods of quitting. Students who have difficulty quitting entirely are encouraged to reduce the amount of cigarettes they smoke or to switch to a lower tar and nicotine brand. Students are asked to fill out a questionnaire to assess their chances of quitting or cutting down on their smoking. From the questionnaire, a prescription for quitting or cutting down is given to each student on the third day of the 5-day clinic. Each student makes and signs a commitment to quit, cut down by a certain percentage, or do nothing by the end of the week. The commitments are collected and turned in and later serve as the basis for discussion on the last day of the clinic. Sessions are held for 40 minutes on 5 consecutive days. A followup is conducted at 7 days, 6 weeks, and 6 months to see how students are adhering to their commitments and to reinforce the decisions they made at the close of the final session.

839. GROUP HEALTH OF SPOKANE, P.O. Box 204, Spokane, Washington 99210.

Program Title:
Curb Your Smoking Urges.

Contact:
Carolyn A. Adams, Health Promotion Manager (509)838-9100.

Description:
Curb Your Smoking Urges is a highly structured 5-day stop-smoking program in which the skills necessary to achieve

permanent abstinence from smoking are learned. Various techniques and procedures that are proved effective offer participants several options from which to choose in curbing their smoking urges, while minimizing the problems of weight gain and irritability. The program begins with a free introductory meeting during which the procedures are explained in detail. The actual treatment program begins 1 week later with four consecutive daily sessions of 1 1/2 hours each. This class is available at the GHS health care centers or can be brought to company worksites through the Health at Work corporate health promotion program.

840. GROUP HEALTH OF SPOKANE, West 1500 Fourth Avenue, Spokane, Washington 99204.

Program Title:
Smokeless, Stop-Smoking Program

Contact:
Carolyn A. Adams, Health Promotion Manager (509)838-9100.

Description:
The Smokeless system is a highly structured 5-day program in which are learned the skills necessary to achieve permanent abstinence from smoking. The system is based on the philosophy that quitting is easier when one knows how to do it. Techniques for preventing and eliminating urges to smoke are taught. This systematic approach allows quitting smoking while minimizing the problems of weight gain and irritability. The program begins with a free introductory meeting during which the procedures are explained in detail. The actual treatment program begins 1 week later, with four consecutive daily sessions of 1 1/2 to 2 hours each. A complete packet of tools and materials are included for the basic program cost. Once completed, the program can be repeated free of charge for members who have a completion certificate and return with their packet of materials.

841. JEFFERSON COUNTY HEALTH DEPARTMENT, 802 Sheridan, Port Townsend, Washington 98368.

Program Title:
Smoking Education.

Contact:
Gretchen Gephart, Nursing Director (206)385-0722.

Description:
This course is designed to provide children with basic knowledge of structure and functions of the respiratory system with reinforcement of antismoking values. It is available upon request to any elementary or secondary class with adaptations in curriculum to academic level. A course designed for adults (general public or professionals) focuses on the role of nicotine as a psychoactive, the way people smoke, and smoking cessation. It is available upon request to any group within the county. Printed materials from the American Cancer Society and the American Lung Association of Washington are utilized.

842. SACRED HEART MEDICAL CENTER, 101 West Eighth Avenue, Spokane, Washington 99204. AMERICAN CANCER SOCIETY.

Program Title:
Let's Call It Quits.

Contact:
Sister Pam White (509)455-3390.

Description:
In a 27-minute program broadcast twice a month to patients at the medical center, actor Tom Bosley of "Happy Days" portrays one man's attempts to stop smoking. This humorous story is designed to inform viewers of the harmful effects of smoking and of one approach to breaking the habit. The difficulty in quitting is pointed out, but the importance of stopping for the sake of good health is stressed as being worth the effort.

843. SEATTLE KING COUNTY DEPARTMENT OF PUBLIC HEALTH, 400 Yesler Way, Seattle, Washington 98104.

Program Title:
Controlling Smoking Among Local Government Employees, Health Department Patients, and the General Community.

Contact:
Benjamin Leifer, Public Health Educator (206)587-2798.

Description:
This health department program has the following major areas of activity: (1) smoking cessation classes for employees of King County and the city of Seattle. Classes are facilitated by a public health educator and occupational health nurse and are based on the American Cancer Society's FreshStart Program, with the addition of six sessions, for a total of 10 classes over approximately 90 days; (2) worksite smoking policy development assistance for the local government. Health department staff developed a worksite smoking policy that applies to the 5,000 employees of King County and have participated in the Seattle city council-sponsored committee to develop a policy for the city's 10,000 employees; (3) cancer risk reduction for health department patients. Staff work with health care providers to include smoking and other cancer risk factors in history-taking as a basis for education, referral, and followup; and (4) general community education including television and radio public service announcements and collaboration with local voluntary health agencies on smoking education events.

844. AMERICAN LUNG ASSOCIATION OF WEST VIRGINIA, 4118-A MacCorkle Avenue, Southeast, Charleston, West Virginia 25304.

Program Title:
Freedom From Smoking, A Guide to Smoking Cessation Clinics.

Contact:
John R. Carlson, Assistant Executive Director (304)925-6664.

Description:
This program is intended to help participants in the Black Lung Clinic Program fulfill the requirements of providing a smoking cessation program as an integral part of the patient and family education component. A detailed manual describes how to set up a clinic, material to be covered at each session, and educational materials for use during the clinic. The manual also covers topics such as methods of quitting, publicity, registration, and evaluation. Films are suggested for five of the six clinic sessions, with a different topic presented at each session. Two-hour sessions are held biweekly for 3 weeks.

845. AMERICAN LUNG ASSOCIATION OF WEST VIRGINIA, 4118-A MacCorkle Avenue, Southeast, Charleston, West Virginia 25304.

Program Title:
BIOSEP.

Contact:
John R. Carlson, Assistant Executive Director (304)925-6664.

Description:
Utilizing four biofeedback machines, smokers can witness how smoking can immediately affect their physiology. Microbiological toxicity tests also are conducted. The objectives are to change the behavior and the attitude of smokers concerning cigarettes. The four machines that are used are a cardiotachometer, a digital thermometer, a carbon monoxide analyzer, and a tension/steadiness machine. Tests are conducted in 10th grade biology classes.

846. AMERICAN LUNG ASSOCIATION OF WEST VIRGINIA, P.O. Box 3980, Charleston, West Virginia 25339.

Program Title:
Computerized Health Risk Appraisal.

Contact:
Kathi K. Elkins, Assistant Executive Director (304)342-6600.

Description:
This program, developed by the Centers for Disease Control, was designed to determine lifestyle habits of employees and provide a computer printout of suggestions for improving detrimental habits. Adults 25 to 60 years of age complete 37-question forms, which are processed using computer software to determine the participants' actual age and their "health" age. During a counseling session, suggestions are indicated for participants to reduce their chance of dying from the 10 leading causes of death related to lifestyle. Employees are then asked what health promotion programs they may be interested in attending (weight reduction, smoking cessation, etc.) This program naturally leads into smoking cessation programs at the worksite.

847. AMERICAN LUNG ASSOCIATION OF WEST VIRGINIA, P.O. Box 3980, Charleston, West Virginia 25339.

Program Title:
Freedom From Smoking Clinic.

Contact:
Kathi K. Elkins, Assistant Executive Director (304)342-6600.

Description:
This program is an intensive effort to help people quit smoking. Seven sessions held over an 8-week period are designed to bring quitters together under the direction of a trained clinic leader. Behavior modification, with cold turkey, is used to help smokers quit. A comprehensive participant packet is provided, and registration fees range from $10 to $35.

848. AMERICAN LUNG ASSOCIATION OF WEST VIRGINIA, P.O. Box 3980, Charleston, West Virginia 25339.

Program Title:
Freedom From Smoking Self-Helf Manuals.

Contact:
Kathi K. Elkins, Assistant Executive Director (304)342-6600.

Description:
As part of an established media promotion effort, the Freedom From Smoking self-help smoking cessation and maintenance manuals are made available to smokers on request. Available media and volunteer services are utilized.

849. AMERICAN LUNG ASSOCIATION OF WEST VIRGINIA, P.O. Box 3980, Charleston, West Virginia 25339.

Program Title:
Freedom From Smoking Seminar.

Contact:
Kathi K. Elkins, Assistant Executive Director (304)342-6600.

Description:
This educational program lasting 2-1/2 to 3 hours uses several educational components to enlighten smokers concerning the cigarette habit and methods for quitting. Slide/tape programs, 16 mm films, biofeedback illustrations, ex-smoker interviews, and group discussions all mesh in this seminar. At the end of the session smokers are introduced to the Freedom From Smoking Self-Help manuals and the Freedom From Smoking Clinics (see American Lung Association, Part 1), and are also provided with literature to aid an independent quitting process.

850. AMERICAN LUNG ASSOCIATION OF WEST VIRGINIA, P.O. Box 3980, Charleston, West Virginia 25339.

Program Title:
Freedom From Smoking Week.

Contact:
Kathi K. Elkins, Assistant Executive Director (304)342-6600.

Description:
This program was developed to try to combat the recent rise in female teenagers beginning to smoke. With the cooperation of local Girl Scout Councils, girls age 6 to 18 (Brownies, Juniors, Cadets, and Senior Scouts) participate in an antismoking educational program. Interested Junior and Senior Scouts are provided with a speakers kit, outlining presentation ideas on the subject. These older Scouts make the presentations to the younger Scouts. A statewide poster contest is the climax of the project. Awards are presented for winning posters and to the Scout who presents the most speeches.

851. AMERICAN LUNG ASSOCIATION OF WEST VIRGINIA, 443 Spruce Street, Morgantown, West Virginia 26505.

Program Title:
Biofeedback Smoking Education Program.

Contact:
Ann Hoover (304)296-3542.

Description:
This program is for students aged 14 through 18. The program uses biofeedback equipment to demonstrate the physiological effects of smoking one cigarette. Machines measure heart rate, hand tremor, peripheral skin temperature, and the level of carbon monoxide in the bloodstream. Both nonsmokers and smokers are tested on the equipment twice. Nonsmokers' scores show stability, while smokers' scores will vary dramatically after smoking one cigarette.

852. AMERICAN LUNG ASSOCIATION OF WEST VIRGINIA, 443 Spruce Street, Morgantown, West Virginia 26505.

Program Title:
Freedom From Smoking Clinics.

Contact:
Ann Hoover (304)296-3542.

Description:
This is a seven-session smoking cessation program based primarily on behavior modification.

853. AMERICAN LUNG ASSOCIATION OF WEST VIRGINIA, 443 Spruce Street, Morgantown, West Virginia 26505.

Program Title:
Freedom From Smoking Self-Help.

Contact:
Ann Hoover (304)296-3542.

Description:
Two four-color manuals titled "Freedom From Smoking in 20 Days" and "A Lifetime of Freedom From Smoking" use behavior modification to promote smoking cessation. The set is available for a $7 donation.

854. AMERICAN LUNG ASSOCIATION OF WEST VIRGINIA, 443 Spruce Street, Morgantown, West Virginia 26505.

Program Title:
Public Information.

Contact:
Ann Hoover (304)296-3542.

Description:
The ALAWV provides free literature concerning the hazards of cigarette smoking, secondhand smoke, and other issues related to smoking and health. Free literature dealing with smoking cessation methods is also available.

855. KANAWHA-CHARLESTON HEALTH DEPARTMENT, 108 Lee Street East, P.O. Box 927, Charleston, West Virginia 25323.

Program Title:
Smoking Education.

Contact:
Beverly Crowder, Director of Clinics (304)348-8050.

Description:
The hazards of smoking are discussed with clinic patients. A film entitled "Smoking: How to Quit" is shown in the waiting area and printed materials from the American Lung Association, American Cancer Society, and the U.S. Department of Health and Human Services are available to interested persons.

856. MERCER COUNTY HEALTH CENTER, Route 2, Box 382, Bluefield, West Virginia 24701.

Program Title:
Smoking Cessation Clinic.

Contact:
Cheryl D. Gaither (304)325-3621 or 425-9511.

Description:
The comprehensive program includes smoking cessation techniques, lifestyle changes, diet, exercise, stress, and relaxation techniques and is coordinated with a primary care facility and staff. This program is offered to any interested persons on a monthly basis, with classes meeting once a week for 3 weeks. Educational films and slides and speakers are used.

857. MONONGALIA COUNTY AMERICAN CANCER SOCIETY, 601 East Brockway Avenue, Morgantown, West Virginia 26505.

Program Title:
FreshStart.

Contact:
Jean Conner (304)293-2408.

Description:
FreshStart is designed to help participants to stop smoking in 2 weeks. It is a two-part process: cessation and relapse prevention. Individuals differ as to which part is the most difficult. It deals with both processes: the group helps participants to stop smoking as quickly as possible and to

focus their energy on planning to avoid going back to smoking. The four group meetings will be conducted as work sessions. The needs of individual smokers are to be given more attention than the group. FreshStart facilitators will begin each meeting by asking questions or soliciting topics that participants wish to discuss. Information and strategies will be presented in the FreshStart kit, which deals with smoking as a chemical addiction, as a habit, and as a psychological dependency. Strategies to conquer smoking in thoughts, feelings, and actions and concrete methods for handling weight control and stress management are given.

858. WEBSTER COUNTY HEALTH DEPARTMENT, 107 North Union Street, Webster Springs, West Virginia 26288.

Program Title:
Calling It Quits.

Contact:
Carolyn Winkler (304)847-2362.

Description:
The hazards of smoking are discussed with patients and families individually and tips on how to quit are offered. Pamphlets provided by the American Lung Association and American Heart Association are given out.

WISCONSIN

859. MARSHFIELD CLINIC, 1000 North Oath Avenue, Marshfield, Wisconsin 54449.

Program Title:
Hynosis Smoking Group.

Contact:
James R. Kiland (715)387-5441.

Description:
The hypnosis smoking group meets once for 2 hours. During the first hour, smoking habits, previous attempts at quitting, and reasons for quitting are discussed. The second hour is devoted to hypnotic induction and the provision of suggestions designed to make the process of quitting smoking more effortless than it would be otherwise. Periodic followup evaluations are conducted.

860. AMERICAN LUNG ASSOCIATION OF WISCONSIN, 1701 West Wisconsin Avenue, Milwaukee, Wisconsin 53233. SAINT LUKE'S HOSPITAL.

Program Title:
Elementary and Secondary School Presentations.

Contact:
Michele J. Geiger (414)647-6576.

Description:
Formal presentations make elementary and secondary school students aware of the health effects of smoking on the respiratory system, as well as changes in lifestyle that occur for a patient who has chronic obstructive pulmonary disease (COPD). Patients with COPD participate in the presentations. Slides showing the normal anatomy and physiology of the respiratory system are contrasted with slides showing the physiological alterations of COPD.

861. BURNET GENERAL HOSPITAL, P.O. Box 99, Grantsburg, Wisconsin 54840.

Program Title:
Five Day Plan.

Contact:
Vicki Ester Bruff, Nutrition and Health Educator (715)463-5353.

Description:
The program has five 3-hour sessions conducted by a physician, a registered nurse, and a registered dietitian. Smokers are to quit cold turkey and are given support in quitting. A buddy system is used for 3 days. There is a followup after 2 weeks and another followup a month later. Diet consultation for weight maintenance is available without charge.

862. DIVINE SAVIOR HOSPITAL AND NURSING HOME, INC., Portage, Wisconsin 53901.

Program Title:
FreshStart, Quit Smoking Program of the American Cancer Society.

Contact:
Paula Korn, Community Health Educator (608)742-4131 ext. 429.

Description:
FreshStart is a group program designed to help smokers stop smoking in 2 weeks. Information on smoking and strategies for quitting are introduced, allowing the individuals to choose the best one for themselves. Divine Savior offers the FreshStart program two to three times each year.

863. DODGE COUNTY NURSES, WISCONSIN AMERICAN CANCER SOCIETY, P.O. Box 8370, Madison, Wisconsin 53708.

Program Title:
FreshStart Stop Smoking Clinics.

Contact:
Irene Piersma (414)386-441 ext. 350.

Description:
The FreshStart Stop Smoking Clinics program is based on the smoking cessation method used by the American Cancer Society. It consists of four or five meetings conducted over a 2- to 4-week period.

864. FAMILY HEALTH PLAN, Box 20928, 6901 West Edgerton Avenue, Milwaukee, Wisconsin 53220.

Program Title:
Stop Smoking Group.
For additional information about the American Cancer Society Helping Smokers Quit program see Part 1.

Contact:
Judy Payne, Health Education Coordinator (414)421-2500.

Description:
Group smoking cessation clinics are held three times per year, using the American Cancer Society model. Individuals sign up for the program either by physician referral or in response to newsletter advertisements and posters. In addition, a systematic counseling approach is being developed for interactions with patients, and a follow-up/maintenance program is being developed for ex-smokers.

865. GROUP HEALTH COOPERATIVE OF EAU CLAIRE, 1000 Starr Avenue, Eau Claire, Wisconsin 54703.

Program Title:
Patient Education.

Contact:
Clinic Manager (715)835-3111, (715)835-0663.

Description:
Patient education is accomplished in a variety of ways: formal appointments, informal discussions, individual counseling, group experience, and audiovisual materials, demonstrations, library books, pamphlets, and handouts designed for different levels of comprehension. Clinicians make use of materials filed in each examining room (including smoking education materials), as well as pamphlets and books from a patient library. Health maintenance topics discussed at each patient's annual examination often include drug, alcohol, and tobacco abuse. Prenatal education packets distributed to obstetrics patients include, among other things, numerous articles and pamphlets on smoking and alcohol problems during pregnancy.

866. HEALTH MANAGEMENT SYSTEMS, BELLIN MEMORIAL HOSPITAL, 744 South Webster, Green Bay, Wisconsin 54301.

Program Title:
Freedom From Smoking.

Contact:
Mary Patterson (414)433-3444.

Description:
Bellin's Freedom From Smoking course was developed and is co-sponsored by the American Lung Association. This smoking cessation program offers group support, attitudinal information, tips on easing nicotine withdrawal, relaxation techniques, and even exercise. It is a 7-week program.

867. IOWA COUNTY COMMUNITY HEALTH NURSING AGENCY, 325 South Iowa Street, Dodgeville, Wisconsin 53533.

Program Title:
Stop Smoking Class.

Contact:
June Meudt, Public Health Coordinator (608)935-2810.

Description:
This program, aimed at smoking cessation, meets regularly and is available to the public.

868. LAKELAND MEDICAL ASSOCIATES LTD., P.O. Box 549, Woodruff, Wisconsin 54568.

Program Title:
Hypnosis.

Contact:
Charles Michels (715)356-3292.

Description:
The program includes 3 individual hours, which includes the evaluation session, the hypnosis session, and two followup sessions. A tape is provided of the hypnosis session.

869. MARSHFIELD CLINIC, 1000 North Oak, Marshfield, Wisconsin 54449.

Program Title:
Health Watch Smoking Cessation.

Contact:
Carole Fure, Program Coordinator (715)387-9070.

Description:
HealthWatch Smoking Cessation is a structured supplematic approach to smoking cessation. It involves a step-by-step behavioral approach in which the members can learn to identify behaviors that support their smoking habit and how to find workable alternatives. The group meets for six sessions over a 7-week period. Periodic followup evaluations are conducted.

870. MARSHFIELD CLINIC, 1000 North Oak Avenue, Marshfield, Wisconsin 54449.

Program Title:
Freedom From Smoking.

Contact:
Charlotte A. Rohrig, Patient Educator Assistant (715)387-5066.

Description:
Freedom From Smoking is a 6-week program designed to assist the participant in determining the behaviors that lead to smoking. It identifies ways to modify those behaviors to successfully quit smoking and remain a nonsmoker. Sponsored by Health Watch, the program was developed by the Lung Association and is conducted by specially trained health educators

871. MARSHFIELD CLINIC, 1000 North Oak Avenue, Marshfield, Wisconsin 54449.

Program Title:
Freedom From Smoking.

Contact:
Charlotte A. Rohrig, Patient Educator Assistant (715)387-5066.

Description:
The hypnosis group meets one time for 2 hours. During the first hour the group discusses smoking habits, previous attempts at quitting, and reasons for quitting. The second hour is devoted to group hypnotic induction. While under induction, the power of suggestion is used to make the process of quitting less difficult.

872. PERSONAL GROWTH AND COUNSELING CENTER, 1270 Main Street, Green Bay, Wisconsin 54302.

Program Title:
Freedom From Smoking Addiction.

Contact:
L.V. Teofilo (414)432-0626.

Description:
This is a comprehensive program intended to assist people in their choice to become free of an addiction to smoking. There are three main aspects to this approach: (1) hypnosis with post-hypnotic suggestion for eliminating smoking behavior, (2) self-hypnosis training for daily reenforcement of smoking cessation suggestions, and (3) hypnotherapy–hypnosis combined with a variety of counseling approaches for awareness and resolution of underlying psychological aspects of the smoking addiction. This third aspect is most significant in allowing the client to become a nonsmoker (not just quit) on a permanent basis, without having to continually fight the urge to return to smoking. Cost is $48 per hour. Approximately four to eight sessions are needed.

873. ST. FRANCIS MEDICAL CENTER, 700 West Avenue South, La Crosse, Wisconsin 54601.

Program Title:
Smoke Stoppers.

Contact:
Debera Wangen, Community Health Education Program (608)785-0940 ext. 2251.

Description:
The Smoke Stoppers program is geared toward long-term lifestyle management using a three-stage, multicomponent approach to eliminate smoking. The sessions use education, stress management, nutritional awareness, group support, and aversion conditioning as vehicles for cessation. The instructors are ex-smokers and have been certified through training seminars sponsored by the National Center for Health Promotion.

874. ST. FRANCIS MEDICAL CENTER, 700 West Avenue South, La Crosse, Wisconsin 54601.

Program Title:
The Decision Is Yours.

Contact:
Debera Wangen, Community Health Education Program (608)785-0940 ext. 2251.

Description:
The decision to smoke or not to smoke is made very early in life, often by junior high school age and almost always by age 20, and the majority of these teens will continue to smoke regularly for life. Education is of critical importance in reaching students before they start smoking. Class participation is encouraged in the discussion of the reasons why people smoke, the hazards of smoking, the respiratory and circulatory systems, and reasons why we benefit from not smoking. This program is offered to grades four through six.

875. ST. MARY'S HOSPITAL, 1044 Kabel Avenue, Rhinelander, Wisconsin 54501.

Program Title:
Freedom From Smoking.

Contacts:
Donald Timm, Coordinator, Health Enhancement Center; Pamela Runge, Coordinator Patient/Community Education (715)369-3311.

Description:
Seven sessions lasting 2 hours utilize health information and behavior modification techniques.

876. WINNEBAGO COUNTY PUBLIC HEALTH, PARK VIEW HEALTH CENTER, 725 Butler Avenue, Winnebago, Wisconsin 54985.

Program Title:
Smoking Education.

Contact:
Marsha Brightman (414)235-5100.

Description:
The hazards of smoking, especially as related to cardiac and pulmonary diseases, are discussed with patients and families individually and in group settings. Printed materials available from the March of Dimes, American Heart Association, the American Lung Association, and the U.S. Department of Health and Human Services are available to interested individuals.

WYOMING

877. AMERICAN HEART ASSOCIATION OF WYOMING, INC., 1320 Hugur Avenue, Cheyenne, Wyoming 82001-4917.

Program Title:
Health Education for the Young, Save a Sweet Heart.

Contact:
Gretchen Zuber, Program Specialist (307)632-1746.

Description:
The American Heart Association of Wyoming promotes smoking control through distribution of programs and materials developed by the American Heart Association National Center. Save a Sweet Heart is a program targeted for students. This program culminates in a smoke-free day on Valentine's Day. It is accompanied by posters, pledge cards, and buttons. Both of these programs as well as related brochures and materials are available free of charge upon request.

878. AMERICAN HEART ASSOCIATION OF WYOMING, INC., 1320 Hugur Avenue, Cheyenne, Wyoming 82001-4917.

Program Title:
Public Education, Calling It Quits.

Contact:
Gretchen Zuber, Program Specialist (307)632-1746.

Description:
The American Heart Association of Wyoming promotes smoking control through distribution of programs and materials developed by the American Heart Association National Center. Calling It Quits is a program targeted for adults. It is a self-help approach to becoming and remaining a nonsmoker.

879. AMERICAN LUNG ASSOCIATION OF WYOMING, P.O. Box 1128, Cheyenne, Wyoming 82001.

Program Title:
Smoking—What It Does to Your Lungs.

Contact:
Annabelle Cozzens (307)638-6342.

Description:
In this slide/tape program a physician discusses the health hazards of smoking, the effects of sidestream smoke, and the rights of nonsmokers. Brochures are also distributed. The program will be available to all fourth through sixth grade students in Wyoming public schools.

880. WYOMING DIVISION OF HEALTH AND MEDICAL SERVICES, Hathaway Building, 4th floor, Cheyenne, Wyoming 82002.

Program Title:
Health Risk Reduction Program.

Contact:
Menlo Futa (307)777-6011.

Description:
This program, which is part of a statewide health risk reduction effort, seeks to develop community capability in reducing health risks associated with personal choice health behaviors, such as smoking, obesity, alcohol, and other factors. Cigarette consumption information from the Wyoming Department of Revenue and Taxation is used to establish baseline data and to evaluate the success of antismoking campaigns. A statewide survey is conducted to determine the prevalence of smoking. Implementation of the School Health Curriculum Project (Berkeley Model), as well as intervention projects to deter youth from smoking and alcohol use, is planned (for a complete description of the School Health Curriculum Project see Part 1). A liaison with voluntary and professional organizations and educational groups is established, and an advisory council composed of members of such groups will be appointed to coordinate the project.

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